Content for CristyKoebler.com

Header: Where Will The Road Take You?

Navigation: About, Portfolio, Contact

About section (home page) content: SHORTEN, & have them click to read more

Photo on left side, text on right

A few things about me:

My love of cheese knows no bounds (Ask me about my cheese baby story. Better yet, [read about it here](http://mycheesebaby.blogspot.com/2010/10/cheese-and-i-go-way-back.html) on my embarrassingly old blog).

I’m freakishly organized. It does not run in the family.

I really enjoy learning new things. I’ve been in one class or another since preschool. Check out my progress (and detours) here.

From the outside, my path looks pretty cut and dry. Went to college for marketing, got a job in marketing, started a company in marketing…but there’s more to me than that. Yes, I went to college for marketing, but I also co-founded a patent illustration company (with my dad, my biggest supporter). From there I took a big leap, moved across the country, and began my first "real" job in marketing. I learned a great deal and was given many opportunities to develop in areas I had interest (thanks, non-profit world!), such as video production and event coordination. While there, I also continued my education by taking graphic design, programming, marketing, and social media classes. I even got certified in Culinary Arts. Move this to inside page

After 4 years, I was restless for new opportunities, so I left my job and traveled for awhile. Seeing different parts of the world awakened a new spirit inside me, and gave me the courage to start my company. Running my own company, and doing everything myself (no dad to rely on this time!), from finding clients, to managing expenses, taxes, and the rest, is a daunting, exhausting, rewarding experience. I worked on marketing strategy, graphic design, brochures, websites, social media, you name it. Now I'm starting down the path to web developer. Where has your road taken you?

To see some of my work, check out my portfolio. (LINK)

To see some of my travel pics, go to my Flickr. (LINK) MOVE TO INSIDE PAGES

There's a few more goodies on this page, including my resume. (LINK)

Einstein Quote

“A person who never made a mistake never tried anything new.” – Albert Einstein

Portfolio section (home page) content:

Block of 6 photos (an example of each type of work)

Clickable to expanded portfolio page

Button – To see more work, visit the full portfolio

Contact section (home page) content:

Headline - Want to get in touch?

Email me!

Twitter, LinkedIn, Flickr, WHAT ELSE? (flat social icons)

EXPANDED CONTENT

INTERIOR PAGES

Full About Page content (Home page button will link here):

Photos, expanded bio, resume (both downloadable & HTML), photo/icon timeline of life

?? Repeat content on home page and then add more?? Or totally new content??

Full Resume page (links from About Page): HTML Style

Cristy Koebler

Contact info

Blah blah blah

Include a link for downloadable version

If possible in HTML, make sections expandable where portfolio work is relevant & show details (maybe link out to portfolio item?)

Full Timeline page

1983 - Born (baby icon)

1986? – Hit in the head with a golf club by my brother (still think I’m a tough girl) (photo)

?? – Went through a few traumatic hair years (not sure about this one)

?? – Something about whole family being weird (dad bald cap photo)

2000 – First trip abroad to France with HS French Club (Paris icon)

2002 – Started college at The Ohio State University (football game photo)

2003 – Transferred to the University of Pittsburgh

?? – Built my first website (screenshot)

2005 – Studied abroad in Cannes, France at the College International de Cannes

2006 – Graduated from Pitt with Honors (grad photo)

2007 – Moved to San Diego, California (SD photo)

2007-2011 – Worked at the Better Business Bureau as Marketing & Special Events Coordinator

* Got experience working on events
* Learned to use high-tech video equip
* Built a micro-site

2010 – Traveled to Rio for Carnivale (Rio pic)

2010 – Started learning to code (icon)

* Continuing eduation classes

2011 – Traveled to Southeast Asia & Europe (travel photo)

2011 – Volunteered at San Diego Ad Club’s Interactive Day (IDSD photo)

2011 – Started Hemera Marketing (with the guidance of my awesome mentor)

2013 – Traveled to Europe & did a cross-country US hiking trip

2014 – Moved back east to be close to family

Full Portfolio Page content (Home page button will link here):

Click an image for more information

Clicking on a box expands the image into a photo box slider with details. Include info about the client, scope of work, result (do I know the impact of the project?)

EXTRA CONTENT…Don’t know if I need this anywhere

1. Infuse with “You” (some quirky facts)
   1. My love of cheese knows no bounds (Ask me about my cheese baby story. Better yet, read about it here on my embarrassingly old blog).
   2. I’m freakishly organized. It does not run in the family.
   3. I really enjoy learning new things. I’ve been in one class or another since preschool. Check out my progress (and detours) here.
   4. I love SyFy channel movies – the weirder, the better. (Sharktopus, anyone?)
   5. Sarcasm is my 2nd language.
   6. I’d rather travel than own a house.
   7. My favorite place is this park in San Diego, California. It’s my happy place & the first spot that made me feel at home after moving across the country & away from my family.
   8. I suffer from impostor syndrome when I’m coding…does that ever end?
   9. I think it’s SO important to get girls interested in technology at an early age. We are woefully behind and can bring so much to the table. Enough with the bro culture at startups, please.
   10. I love creating beautiful content for the web.
   11. I’m happiest when I’m near, or in, the ocean.
2. Tell your story – how has the past inspired your current path and where you want to go in the future?
   1. From the outside, my path looks pretty cut and dry. Went to college for marketing, got a job in marketing, started a company in marketing…but there’s more to me than that. Yes, I went to college for marketing. And I like it a lot. There’s creativity, there’s working with people, there’s watching a product or service start from nothing and turn into something wonderful. But I also started my first company (with my father, who has always been my biggest supporter), a patent illustration design services firm. From there I took a big leap, moved across the country, and began my first job at the BBB in a marketing role. I learned a great deal and was given many opportunities to develop in areas I had interest (thanks, non-profit world), such as graphic design, video production, and event coordination. While there, I also continued my education and started taking graphic design, programming, marketing, and social media classes. I even got certified in Culinary Arts through a 14-month program. After 4 years I was restless for new opportunities, so I left my job and traveled for awhile. What an eye opener. (more here?). Seeing new parts of the world awakened a new spirit inside me, and gave me the courage to do something new. Enter my company. Well, enter my mentor, who encouraged me to start something for myself. And what a rewarding experience that was. Running my own company and doing everything myself (no dad to rely on this time!), from finding clients, to managing expenses, taxes, & the rest, is a daunting, exhausting, rewarding experience. I worked on marketing strategy, graphic design, brochures, websites, social media, you name it. But something was still missing. And that’s when I found coding. It hit me like a ton of bricks that this is what I’m really itching to do. To create something useful from nothing. To see it come to life, after a frustratingly long time of staring at error messages, searching for help on stack overflow, and doing tutorial after tutorial. This is it. This is where I want to be. And this image is something I look at frequently to remind myself to feel this way. (Quote on image “The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it.” - Steve Jobs)
3. Guide the viewer – What do you want them to do next?
   1. To see more of my work, please visit my portfolio
   2. To see some travel pics, go to my flickr account
   3. To stalk me online, try twitter, facebook, linkedIn, and my numerous old blogs
   4. Contact Me, Hire Me links
4. Stand out – Create visuals that reflect you
   1. Life timeline – birth, childhood things, like when my brother hit me with a golf club, worst haircut, first abroad travel experience (france), study abroad in college, graduation, moving to sd, work at the bbb, SE asia, started first blog for class, worked at surf camp, started company, volunteered with ad club, first website, brother’s wedding in switz, moved away from SD, all my continuing education, etc.
   2. Anything else? Maybe video of something?