**Goal**

The goal for my website is to advertise myself and my skills to potential employers in the tech or finance sectors and land a job in those areas. Managers who see my website should be able to tell what kinds of abilities I have and why I am a good pick for their company. By selling my skills and experience on the website, employers will see me as an attractive candidate and hire me based on what they see on the website. The end goal of the website is for me to get hired by one of these companies in the technology or financial fields.

**Target Audience**

My website’s target audience are managers in the tech or financial sectors opening to hiring. I am aiming the website towards the more professional and upper management types of people, and those in charge of employment at these companies. Those in the target audience should have the power to conduct interviews or otherwise hire potential candidates. Contents such as a resume, my certifications, my job experience, and how to contact me will be included on pages on the website.

**Topics**

Topics that my website will display include a resume, skills, certifications, and my contact information. There will be separate pages that contain my introduction, why you should hire me, my certifications, and my contact details. Each page should contain a few sentences each about each topic or the links to the appropriate information. Links to my social media links, proper certification authorities, and pictures of my accomplishments will be shown throughout.

**Call to Action**

An upper management officer should view my qualifications and my resume on my website. After viewing the website, they should be interested in hiring me and either email me or reach out to me through some other means. Ideally, after contact, we would enter an interview or some other hiring process and see if I would be a good fit for their company. The end goal of the website would be for me to get hired though an executive’s action after they viewed the website.