Short Pitch: "A website that acts as a portfolio reflecting the professional accomplishments, both technical and personal, of Jacob Heisey."

Long Pitch: jacobheisey.com will be a professionally designed digital portfolio that focuses on showcasing professional and academic achievements, hobbies, interests, and any other miscellaneous topics. The site will also have an entrepreneurial aspect that conveys business ideas, goals, and advice from personal experience. It would be great to have synchronization with LinkedIn, or a custom built feature that shows current employment status.

Persona 1: Pam the Recruiter: Pam is a senior HR recruiter for a medium sized manufacturing firm.

Persona 2: John the Engineer: John is a software engineer for a small tech startup located in Grand Rapids, MI area.

Persona 3: Chris the Executive: Chris is a CIO at a large software enterprise company.

Comp1: http://www.linkedin.com/
Comp2: http://www.kevinlucius.com/
Comp3: http://www.richmcnabb.com/