

JDI,

It was summer of 2014, I had just completed a Colorado road trip with an overnight stop in [Telluride](#). Upon my return home to Denver something inside felt different, felt missing. Leaving my regular yoga class that evening in a calm and clear state was when I knew. I knew Telluride had captured my heart. Within two weeks from this realization, I had resigned from my job, sublet my apartment and was back on the road to Telluride! At this point, I had no living arrangements lined up, no job prospects, and no contacts in my new home. I was moving on intuition alone - and boy, what a fantastic year it was. I camped for a month before signing a lease. I worked at a fine-dining restaurant while I interviewed for supervisory positions. I used all of my resources to make this move successful. I share this story with you as one example of a risk I embraced, a bold move I took to put myself out there. One of the main reasons I'm attracted to JDI is the risks that you have embraced. Not having a traditional website, your flat-rate fee structure, and launch of both Totem and SFR comes to mind from my outsider's perspective.

Throughout my entire life I've been an adventurer. My favorite adventures from the past include climbing mountains, backcountry hut trips, and exploring national parks beyond the marked trails. I like to go where no one has been before, to go where I can have a personal discovery. Additionally, throughout the last three years, I've been strengthening my [third eye](#) and unifying my body and soul. Albeit in a different sphere, I couldn't help but immediately relate it to JDI's goal of "bridging the gap between virtual and physical worlds". Tech start-ups are of great interest to me because they are adventuring into the unknown; much in the same way as I adventure up a mountain. We don't necessarily know what we're going to find or how we're going to get there, but we always carry the bigger vision with us. As I move away from my own physical adventures, I have goals to immerse myself in the world of technology. To both challenge myself and engage with the community. My first step being my acceptance to the [Austin Coding Academy](#) here in Austin.

Self-development is very important to me. Austin Coding Academy is just one resource to build my knowledge base. In the past I've taken photography classes, attended film festivals, and sought out expert insight in the outdoor industry. Because of this, I am led to believe I would thrive in the environment described in the description, "hands on education in business generally and marketing specifically..." As such, I will directly contribute to and grow the culture at JDI.

There are many parallels between JDI and myself which directly draw me in and attract me to this company. More than just the nature of my being, I think I am a good fit in regards to my past professional experience. My most recent role as Adventure Supervisor at Telluride Ski Resort (TelSki) had me collaborating and producing on a daily bases. There were three large events throughout the year where I worked closely with TelSki's marketing department to create promotional materials. I would speak at local spots in the community to engage our customer to further grow our brand. I wrote content for the website and was the first point of contact for all customers and external partners. Professional and timely communication was a key factor in my success. In addition to this, I also hired, trained, and scheduled a team of ten employees. This role required me to keep up with day-to-day happenings while maintaining a long term vision and developing future programs.

During my time as a PR Coordinator, I managed the Colorado Crew team's social media presence and collaborated with the local newspapers to make our voice heard. As a student athlete, working at Sunglass Hut taught me the importance of customer service and how to communicate technical features in a pair of glasses that the average shopper could understand.

JDI, I've taken some pointers from [this post](#) and will now leave you with this,

Kayla Dreisinger :: Sleep Easy