**HannahCStarr.com**

**Short Pitch**

HannahCStarr.com is a website showcasing all of Hannah Starr’s work and educational experiences at Michigan State University.

**Long Pitch**

HannahCStarr.com is a website that will allow users to view Hannah’s classes, relevant work history, and other club involvements that Hannah has done in her past four years at Michigan State University. The website will be updated every month with new and relevant information regarding projects completed, more details about events related to Hannah’s jobs, and any new developments in Hannah’s life. Potential employers and clients as well as family members and friends will be able to view this site to learn more about Hannah’s background. Users will feel more in sync with Hannah as a person and will have a greater understanding of her personality.

**Personas**

1- Potential Employers

Kelly Greenling; 28; Works in the Human Resources department for a Fortune 500 company; familiar with internet culture and memes; enjoys finding unique ways to get the job done; wants to employ like-minded individuals to work with; starts every day with Starbucks

2- Videography Clients

Bradley Marsh; 25; Graduated from Ohio State with a degree in exercise science; Entrepreneur; personal trainer; wants to set his company apart from other workout brands; runs 3 miles a day; dog lover; lives an exciting and fast paced lifestyle

3- Family members

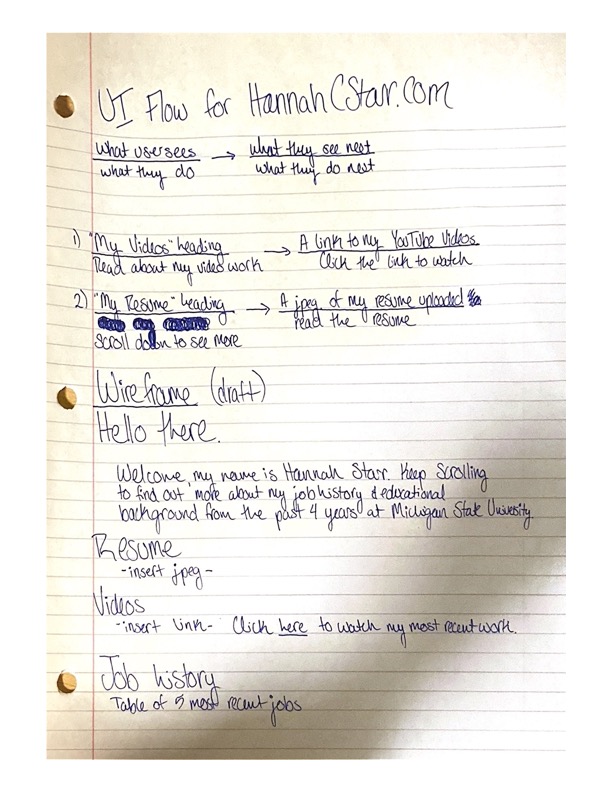
Aunt Jeni; 43; Mom and nurse; graduated 20 years ago but remembers college fondly; ‘cool aunt’; likes to stay in touch with her nieces and her friends; brags about family’s accomplishments to Facebook friends; Ends every night with a glass of wine, or two

**Competition**

<https://emilyzilke.pb.online/>; website of another marketing student

<https://www.linkedin.com/feed/>; the most popular website for making business connections

<https://lindsayksaunders.com/portfolio/>; a very comparable student portfolio with similar experience in marketing as well as web design skills

Graphical user interface, text, website

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