

Emily Thompson

Brand Ambassador

Company: Unilever

About role: Strategizes marketing of new products, introduces it to new demographics

Age: 25

Gender: Female

Salary: \$60,000

Location: Washington

Education: Bachelor's in Marketing

Family: Mom, Dad, and older brother

Goals: Wants to see the world

Challenges: Hasn't traveled outside of the USA much

Values: Connecting with others, experiences

Fears: Awkward situations

Marketing Strategy:

Push our site as a way to learn about other cultures and their social norms, make an interactive app with lots of visual cues

