

# Marcus Reynolds

age: 35

residence: Seattle, Wa

education: M.A. in Human Resources Management

occupation: University Talent Acquisition Partner at a regional tech company

marital status: Married, two kids



*“We want to meet students where they are—and right now, that’s on their phones.”*

Marcus works for a mid-sized software company with a strong regional presence. His role involves hiring interns, managing university partnerships, and organizing recruiting events like info sessions, resume workshops, and mock interview days. He partners with career centers but often finds student turnout low, mostly because students miss announcements buried in emails or outdated portals.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- A streamlined, low-effort way to list events and track attendance
- Tools to promote events to relevant student groups
- Reliable notifications so students actually see the listing
- The ability to manage multiple events or campuses at once

## Values

- Building real connections with early-career talent
- Diversity and inclusion in recruiting pipelines
- Efficiency and professionalism
- Representing the company well on student-facing platforms

## Criteria For Success:

He wants a more direct way to connect with students who are already looking for opportunities and career-building events. Also, he wants easy event setup with options to include descriptions, links, and RSVP tracking

## Wants

- Integration with company careers page
- Analytics showing how many students viewed or RSVP'd
- Post-event tools to follow up with attendees or gather feedback

## Fears

- Poor event turnout due to lack of visibility
- Wasting time setting up events that no one attends
- Missing out on great student candidates due to poor reach