PROFILE

Name: Jenna Li

Gender: Female

Age: 21

Occupation: 3rd year Marketing Student

PERSONALITY

Creativity

Adaptability

Determination

BIOGRAPHY

Jenna grew up in a family passionate about the arts, which influenced her choice to enter the marketing field. She is involved in campus organizations and has a part-time job in social media management and content creation.

MOTIVATIONS

- Secure a summer internship that aligns with her interests in digital marketing and social media management.
- Develop an understanding of the industry through hands-on experience and projects.

SKILLS

Social Media Marketing

Content Creation

Networking

FRUSTRATIONS

- Struggles with crafting applications that stand out.
- Difficulty in finding internships that she qualifies for.
- Stressed by the time-consuming nature of the customizing application documents.

PROFILE

Name: David Clarkson

Gender: Male

Age: 35

Occupation: Senior Software Engineer

PERSONALITY

Leadership

Strategic Thinking

Resilience

BIOGRAPHY

David has been part of the tech industry since his graduation, starting as a software developer and moving up to team leadership roles. He enjoys mentoring young tech enthusiasts.

MOTIVATIONS

- Find a leadership role that allows him to influence product innovations and strategic direction.
- Join a company that prioritizes cutting-edge technology and sustainable practices.

SKILLS

Software Development

Team Leadership

Strategic Planning

FRUSTRATIONS

- Frustrated by lack of targeted job opportunities in his niche area of interest.
- Annoyed by the lack of transparency in the recruitment process, which leaves him guessing about the status of his applications.

PROFILE

Name: Sophia Torres

Gender: Female

Age: 29

Occupation: Recruiter

PERSONALITY

Efficiency

Empathy

Organizational Skills

BIOGRAPHY

Sophia has dedicated her career to human resources. She values efficiency and is always looking for ways to optimize the hiring process. She volunteers at a non-profit to help young adults develop job search skills.

MOTIVATIONS

- Implement a more efficient and streamlined recruitment process that focuses on quality hires.
- Reduce the administrative burden of managing a high volume of applications.

SKILLS

Recruitment

HR Management

Time Management

FRUSTRATIONS

- Overwhelmed by the quantity of applications, many of which fail to meet basic job criteria.
- Struggles to quickly identify the most suitable candidates from a large pool.