**Persona**

**Name**: Jagmeet Singh  
**Location**: Toronto, Ontario  
**Age**: 29  
**Gender**: Male  
**Bio**: Jagmeet is a junior marketing manager who enjoys staying on top of the latest digital trends. He spends his free time exploring Toronto’s food scene and hiking with his dog.  
**Purpose of Visit**: Singh is visiting the website to find social media marketing tools that can help him manage campaigns more efficiently.  
**Interests**: Digital marketing, tech gadgets, social media, hiking, photography.  
**Technology Preferences**: Prefers using his smartphone and laptop for work. Intermediate tech skills.