

BuyerPersona



Job Title
Albañil

Age
18 a 30 años

Highest Level of Education
Some college, no degree

Social Networks



Industry
Construction

Organization Size
51-200

Preferred Method of Communication

- Phone
- Text Messaging

Tools They Need to Do Their Job

Fuerza, Herramienta y materiales

Job Responsibilities

Construcción, Movimiento de materiales

Their Job Is Measured By

Trabajo por obra

Reports to

Mistro Albañil

Goals or Objectives

Terminar con trabajos

They Gain Information By

Experiencia laboral en otras constucciones

Biggest Challenges

- Navigating Client Relationships & Communications
- Employee Morale
- Change Management
- Project Management & Disorganization
- Professional Development
- Problem Solving & Decision Making