

Emma Mullaney



Age

35 to 44 years

Highest Level of Education

Associate degree (e.g. AA, AS)

Social Networks



Industry

Advertising

Organization Size

201-500 employees

Preferred Method of Communication

- Email
- Text Messaging
- Face-To-face

Tools They Need to Do Their Job

- Content Management Systems
- Cloud-Based Storage & File Sharing Applications
- Project Management
- Email
- Word Processing Programs

Job Responsibilities

Required to keep up to date with trending vocabulary, write descriptions for the product, edit rejected descriptions, communicate with the client and superiors about the on going work.

Their Job Is Measured By

How many products they can write the copy for.

Goals or Objectives

This is just a way to pay the bills for Emma who is a creative writer outside of work.

Reports to

Copywriting lead, Quality Control Department.

Biggest Challenges

- Navigating Client Relationships & Communications
- Communication
- Problem Solving & Decision Making
- Project Management & Disorganization
- Collaboration & Creativity
- Employee Morale

They Gain Information By

- Reading the client supplied brief.
- Keeping track of trending vocabulary and unwanted vocabulary.
- Reviewing feedback and considerations.