

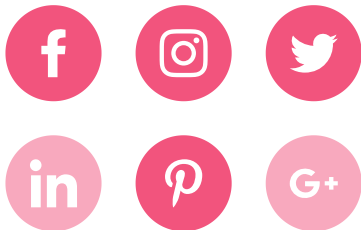
Food blogger Aria



Age
25 to 34 years

Highest Level of Education
Bachelor's degree (e.g. I

Social Networks



Industry
Technology

Organization Size
Self-employed

Preferred Method of Communication

- Email
- Text Messaging
- Social Media

Tools They Need to Do Their Job

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

Job Responsibilities

create and publish articles and recipes, grow social media followers base

Their Job Is Measured By

Leads generated, website visitors, articles created

Reports to

noone

Goals or Objectives

Leads, Revenue, new advertising contracts

They Gain Information By

Online

Biggest Challenges

- Resources
- Project Management & Disorganization
- Problem Solving & Decision Making