**Tracey Jones**

|  |  |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| Tracey, a marketing professional, seeks restaurants that offer both delicious cuisine and unique atmospheres, aligning with her values of flair and distinction. Just as in marketing, standing out is essential, and memorable dining experiences leave a lasting impression on her. | Tracey struggles to balance her work and personal life due to tight deadlines and long work hours. However, she prioritizes her relationships, hobbies, and well-being by setting boundaries and practising self-care to avoid burnout. Despite the challenges, Tracey is determined to succeed in both her career and personal life. |
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| **QUOTATION** | |
| **“First impressions last”.** | |
| **NAME** | |
| **Tracey Jones** | |
| **AGE** | |  |  |
| 35 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | * Lack of mobile optimization * Minimal effort in design and innovation | **BOOKS** |
| Female | | **N/A** |
| **LOCATION** | | **BLOGS** |
| Hamilton, New Zealand | | **N/A** |
| **HIGHEST LEVEL OF EDUCATION** | | **WEBSITES** |
| Bachelor in Marketing | | www.Forbes.com |
| **ANNUAL INCOME** | | https://blog.hubspot.com/marketing |
| $100,000.00 | |  |  |  |  |