



Janet

Talent Scout

“Quick access to model info makes my job easier.”

Technology



Expertise



Daily Usage



Social Media



Background

Janet has worked at Uptown Modeling Agency for about 6 years. She really loves the modeling industry and enjoys her job. As an accomplished model herself, having modeled for over 10 years, she is very knowledgeable of what it takes to make it in the industry. She loves to share her knowledge and modeling skills by mentoring aspiring talent.

Work Tasks and Goals

As a talent scout for Uptown Modeling, located here in Atlanta, Janet's main responsibility is researching and pitching new models to the agency. She is very computer savvy and uses her laptop as her main computer for research. But, she does enjoy using her tablet and phone when she is at home or when she is out at her favorite coffee house. She spends about 60% of her time at work on her computer researching talent each day. She needs easy access to all the important info – portfolio, bio, contact, etc. – so she can make a timely and informed decision on the talent she finds.

Janet's Journey

Janet had heard about Alex from a friend in the industry. She thinks he might be perfect for one of her client's that is looking for models to represent their brand in a series of print ads they are working on. She jumps on her laptop and heads to Chrome to search for Alex's site. On his site she scrolls down his main page, looking at the photos of him, and then clicks on the portfolio link where she begins to look through all of the photos. Janet clicks next to view his profile. She thinks he has the look her client is wanting and she clicks on the contact button so she can reach out to him to set up an in-person interview.

Age: 35

Profession: Talent Scout,
Uptown Modeling Agency

Location: Atlanta, Georgia

Relationships: Married, with two
children - Josie and Ben

Education: B.B.A in Marketing

Hobbies: Painting and reading

Personality: Bubbly and engaging

Key Traits: Fashion-forward,
efficient, influencer