

Jaques Crow



Tall

Fit

Art enthusiast

Intelligent

Creative/believer

Short Term Goals

- To upskill by finishing a Digital Masters Degree.
- To find a part-time job.
- Learning or adjust to the language.

Long Term Goals

- Getting an employment opportunity related to Digital Media.
- Being financially stable.
- Be healthy and live long.

Frustrations

- Hard time keeping up or adapting to new cultures.
- The standard of living is quite expensive.
- The pressure of keeping up with all the university assignments or assessments.
- Difficult to find part-time jobs.

Bio

Jaques is a former actor from France who wants to transition his career into Digital Media. He wanted to focus on Digital Marketing for his future plans of entrepreneurship. He wants to get acquainted with the university and its services. And for someone who recently moved to Australia, he wants to gain more connections. He is also in need of assistance regarding time and stress management.

Motivation

Fear

Growth

Power

Social

Brands & Influencers



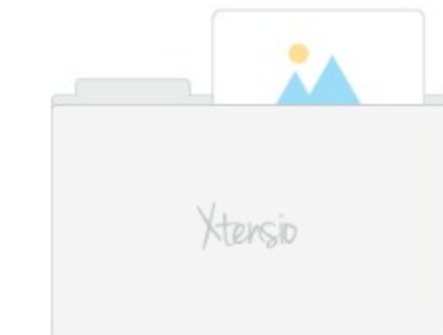
Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR



*The purpose of life is to live it, to taste **experience** to the utmost, to reach out eagerly and without fear for newer and richer **experience***

Age: 38

Work: Student

Family: Married

Location: Melbourne, Victoria

Character:

Personality

