

To craft relevant content, events, partnerships, and experiences, we define several **core marketing personas** that represent the diversity of our professional community.

These personas are fictional but grounded in real-world needs, goals, and challenges of the professionals ElevatePro aims to empower.

Persona 1: The Rising Changemaker

- **Name:** Leila, 27
 - **Role:** Junior Project Manager in a tech-for-good startup
 - **Location:** Urban center, North Africa or Europe
 - **Pain Points:**
 - Feels disconnected from like-minded professionals.
 - Wants to do impactful work but lacks strategic mentorship.
 - Unclear how to turn values into actionable projects or career moves.
 - **Needs:**
 - Access to mentors and experienced professionals.
 - A support system of socially driven peers.
 - Clear templates and models to launch initiatives.
 - **What ElevatePro Offers:**
 - Circle groups focused on social innovation.
 - Monthly mentorship mixers.
 - Content on turning passion into tangible impact.
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Persona 2: The Career Pivotor

- **Name:** Karim, 35
- **Role:** Former accountant transitioning into UX design
- **Location:** Suburban area or diaspora community
- **Pain Points:**
 - Feels isolated in transition and unsure of industry norms.
 - Struggles with confidence and imposter syndrome.
 - Doesn't know how to network in a new space.
- **Needs:**
 - Visibility into real career pathways.
 - Encouragement and positive reinforcement.

- A stage to showcase new work or ideas.
 - **What ElevatePro Offers:**
 - Career pivot stories shared via ElevateTalks.
 - Practice spaces for portfolio reviews or mock interviews.
 - Peer support groups with other pivoters.
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Persona 3: The Established Builder

- **Name:** Fatima, 42
 - **Role:** Senior Product Manager & community volunteer
 - **Location:** Global hub cities (e.g., London, Dublin, Dubai)
 - **Pain Points:**
 - Feels drained and over-committed.
 - Seeks meaningful ways to give back without burnout.
 - Tired of shallow networking events.
 - **Needs:**
 - Curated circles with substance and purpose.
 - Efficient ways to mentor or collaborate without long time commitments.
 - Recognition of her thought leadership and community efforts.
 - **What ElevatePro Offers:**
 - Invite-only roundtables with fellow leaders.
 - “Mentor Light” – 30-min structured mentoring program.
 - Leadership blog and event guest opportunities.
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Persona 4: The Connector & Influencer

- **Name:** Amina, 30
- **Role:** LinkedIn creator & community builder in the HR/DEI space
- **Location:** Diaspora cities & remote-first world
- **Pain Points:**
 - Feels under-recognized outside of social media.
 - Has knowledge to share but no formal outlet.
 - Lacks a professional community that aligns with values.
- **Needs:**
 - Recognition and stage presence.

- Strategic collab opportunities with like-minded orgs.
 - Access to diverse audiences and ideas.
- **What ElevatePro Offers:**
 - Speaking slots at community events.
 - Guest blogging opportunities.
 - Co-branded campaigns and ambassador roles.

Cross-Persona Insights

Need	What We Do
Belonging	Run safe, inclusive onboarding & curated small circles
Visibility	Offer speaker spots, digital profiles, community showcases
Growth	Host skill-building events, mentorship, and themed campaigns
Purpose	Support social good ideas & community contributions
Impact	Create feedback loops to measure and celebrate real outcomes

How We Use These Personas

- **Event Planning:** Ensure topics match their needs and language.
- **Content Creation:** Speak directly to their challenges and hopes.
- **Product Development:** Build tools that help them connect and grow.
- **Growth Strategy:** Tailor outreach to meet people where they are.

These personas evolve with the community. We revisit and refine them quarterly based on member insights and ecosystem shifts.
