



USER PERSONA WORKSHEET



NAME

Angela

INDUSTRY/SEGMENT

Strategic Selling

JOB TITLE or FUNCTION

Director, Media Strategy

REPORTS TO (JOB TITLE)

SVP, Nat'l Rev Client Partnerships

AGE/EDUCATION

42, Masters

YEARS IN THIS JOB

5

TECHNOLOGY USED

Applications - MS Teams, Outlook, Office 365 for online documents and sharing capabilities with her team. Mobile – iPhone device and tablet, Windows laptop. She has a large understanding of digital marketing platforms and capacities, strategic positioning and RFPs for potential national customers.

TECHNICAL

☐

Novice

☒

Proficient

☐

Expert

SITUATION

A typical day in the life of your persona

Angela has been with the organization for over 10 years, moving up in rank with a specification leaning towards the automotive industry. She works long hours trying to support her team and all other parts of the organization, while taking care of her children who are being homeschooled due to COVID-19 lockdown restrictions. On a regular basis she can be found catching up on her email after hours and on weekends.

A typical interaction with your product

Angela enjoys being included in all aspects of her projects and likes to have her voice heard. She is referred to as a SME with great value provided to the organization, therefor is included in many cross-functional meetings and communications for approvals.

A perfect day

Angela has minimal meetings and is able to only work a typical 8hr day. She has a lot of project on the go, WITH ample time to address concerns and provide input. She would love for her media strategist team to be provided with clear , concise product messaging, benefits, value props, industry intelligence and insights, which would enable her team to better position the company's products against the completion winning large RFP deals with ease.





TOP OF MIND ISSUES

- Lack of product positioning for National Media Sales Teams
- There's not enough hours in the day to get everything done
- Last minute large requests and RFPs

OTHER INFORMATION

What they read online and offline; member associations etc.

Working within a publishing company, Angela keeps up to date on world news as well as product and vertical information based on her priorities. She researches companies that are being approached and supports her team with learning about those they are selling to. She uses Facebook to catch up with family and friends and uses LinkedIn to re-share company directed posts for visibility. She follows Harvard Business Reviews, Amazon, Google, Digital Marketing Groups and the Government of Canada.

Budget approval levels and ROI expectations

No direct authority over the information coming in from other departments, however can influence and ensure usage of appropriate messaging directly through her team and out to customers.

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

As a sales professor Angela is both on salary and bonus structure. She is heavily rewarded based on her team's sales, which in turn brings in large accounts and revenue for the organization. She is motivated by the quality of leads her

Lisa Bruce
WRITTEN BY

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