



## Sandra Jenner

"Do the world a favor and believe in your greatness"

### General info

- Age: 21 years old
- Gender: Female
- Nationality: American
- Relationship Status: Dating
- Education: Bachelor of Sociology at the University of Houston
- Income: Brand ambassador for small brands
- Spending Habits: Shopping, Social Media, Outing, Food and Travel
- Favorite Social Medias: IG and
- Type of music: R&B and Pop
- Favorite celebrity: Rihanna and Kim Kardashian
- Phone Brand Preference: Apple

### Goals

- Be the number one influencer in her niche.
- Produce amazing content and go viral with every post
- Produce engaging content with captivating captions
- Collaborate with big brands on promoting products

#### Online

Travel news  
Daily happenings around the world  
Fashion blogs  
Social media platforms like Instagram and Tiktok

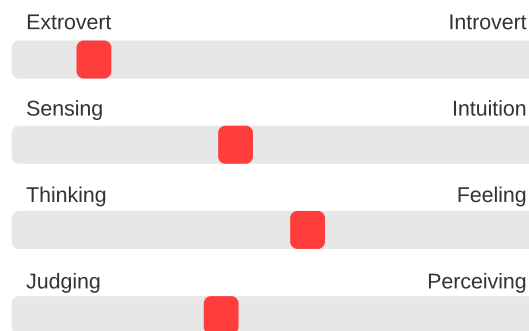
#### Offline

On-campus events  
Advertising section or pages of newspaper could be a good choice

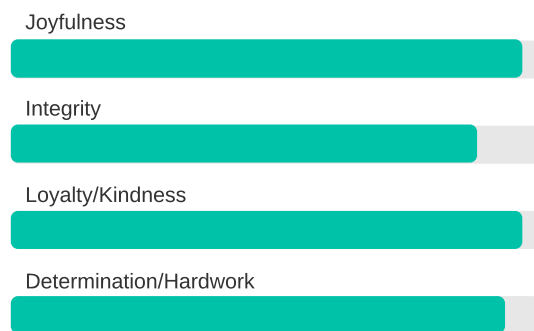
#### Physical locations

Shopping centres  
Restaurants  
Social-events

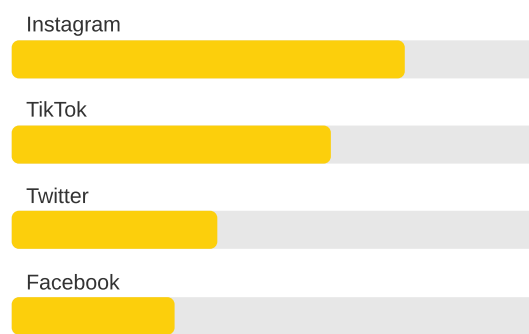
### Personality



### Values



### Preferred channels



### Brand logos



### Activities

- Shopping
- Books
- Movies
- Blogs
- Articles
- Music
- Reviews
- Design
- Ideas
- Social Media

### Hangouts

- Online debates
- Restaurants
- Café
- Music concerts
- Discussion forums

### Business Interests

- Automate copy forSocial Ads
- Blog writing
- Creating captions for daily posts
- Brand Collaborations
- Pop Music

### Challenges and pain points

- 1.Measure Campaign Performance
- 2.The Pressure of Keeping an Image
3. Keeping an ALWAYS ON strategy
4. Building a strong creative strategy

### Psychographics

Sandra is very joyful young lady. She loves social media, understands the opportunity that it offers to young people and plans on taking full advantage of it. She enjoy to live a high life and share it with her followers. Restaurants, Travels, Hotels, Expensive spots are part of her everyday life. She dislikes outdated methods and boring things.

### Online Searches

- Advertising and branding collaborations
- Hooks for their content
- Keywords in describing their profile
- New restaurants in the town
- Social Events
- Unique caption for the posts

### Roadblocks

1. Money as it is a paid subscription
2. Technical difficulties on User Interface