

# Maria Sanchez



**Job Title**  
SEO Marketer

**Age**  
25 to 34 years

**Highest Level of Education**  
Professional degree (e.g. MD,

**Social Networks**



**Industry**  
Marketing

**Organization Size**  
Self-employed

## Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media

## Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Project Management
- Invoicing Software
- Email
- Content Management Systems

## Job Responsibilities

Create websites for clients and market clients' products effectively

## Their Job Is Measured By

Leads Generated

## Goals or Objectives

To grow her business and get to a point where she can hire on employees

### **They Gain Information By**

Maria networks with marketing professionals online

### **Biggest Challenges**

- Navigating Client Relationships & Communications
- Time Management