

# Rogelio



**Job Title**  
Developer

**Age**  
25 to 34 years

**Highest Level of Education**  
Bachelor's degree (e.g. BA, BS)

## Social Networks



**Industry**  
Technology

**Organization Size**  
Self-employed

## Preferred Method of Communication

- Phone
- Text Messaging
- Social Media

## Tools They Need to Do Their Job

- Word Processing Programs
- CRM Software
- Accounting and Bookkeeping Systems
- Content Management Systems

## Job Responsibilities

content creation

## Their Job Is Measured By

revenue generated

## Reports to

Director

## Goals or Objectives

Leads

## **They Gain Information By**

Online courses and documentation

## **Biggest Challenges**

- Navigating Client Relationships & Communications
- Problem Solving & Decision Making