



# Meet **Tom Holland**

Administrator | 34

## Bio

Tom is employed by a company as the administrator on an excellent salary. He's been there for 3-4 years and has enjoyed successes with the company. He actively seeks opportunities where he can improve on areas of marketing especially in the field of UI design.

## Personality

Introvert

Extrovert



Analytical

Creative



Loyal

Fickle



Passive

Active



## Goals

- Generate more website traffic
- Increase quality inbound leads
- Improve marketing efficiency
- A solid marketing strategy
- Demonstrate ROI to leadership

## Core Needs

- Finding agencies that would provide the best research and outcomes to a digital product.
- Have the ability to discuss and organise meetings with clients for digital projects.

## Motivations

- Embark on new marketing strategies to gain more website visitors and analytical data.
- Be the first to know about any new marketing trends and strategies.

## Frustrations

- Too many marketing channels
- Generating new content
- Keep up to date social media
- Website not providing leads
- Aligning website to client needs

## Skills

**78%**  
Socialising

**56%**  
Teamwork

**72%**  
Organised

**86%**  
Marketing

**67%**  
Research

**79%**  
Planning