

# Buyer Persona

## Introduction

Before launching and growing a new HR-focused page, it's essential to understand exactly *who* we are trying to reach. A buyer persona is a semi-fictional representation of our ideal audience, built on research, insights, and market understanding. By creating clear personas, we can better tailor our content, communication style, and services to meet the specific needs, challenges, and goals of our target groups.

For this HR page, buyer personas will help us:

- Identify the pain points and aspirations of different audience segments.
- Craft content that resonates, educates, and engages.
- Build trust and authority within the HR and career development space.
- Align services and solutions to the real needs of our followers

## **Persona 1**

<b>Name</b>	The Aspiring Intern
<b>Age</b>	17-24
<b>Gender</b>	Male or Female
<b>Location</b>	Egypt
<b>Education</b>	Undergraduate Student
<b>Income</b>	Dependent on family
<b>Goals</b>	<ul style="list-style-type: none"><li>-Gain internship experience for CV</li><li>-Learn practical skills outside university</li><li>-Network with professionals and peers</li><li>-Secure future job opportunities</li></ul>
<b>Challenges</b>	<ul style="list-style-type: none"><li>-Poorly structured CV or LinkedIn profile</li><li>-Lack of work experience</li><li>-Doesn't know how to prepare for an interview</li><li>-Confusion about where to find quality internships</li><li>-Overwhelmed by competition</li></ul>
<b>Motivations</b>	<ul style="list-style-type: none"><li>-Desire to stand out when applying for jobs post-graduation</li><li>-Build self-confidence and professional identity</li><li>-Explore career interests before graduation</li></ul>
<b>Behavior</b>	<ul style="list-style-type: none"><li>-Heavy users of <b>Facebook, Instagram,</b></li><li>-Join university Facebook groups &amp; career opportunity pages</li><li>-Watch short reels about tips, CV hacks, internship alerts)</li><li>-Respond to relatable, visual, and engaging posts</li></ul>
<b>Interest</b>	<ul style="list-style-type: none"><li>-Internship opportunities &amp; application deadlines</li><li>-CV &amp; LinkedIn optimization tips</li><li>-Quick career advice reels</li><li>-Stories of successful students landing internships</li></ul>

## **Persona 2**

<b>Name</b>	The Ambitious Graduate
<b>Age</b>	24-30
<b>Gender</b>	Male or Female
<b>Location</b>	Egypt
<b>Education</b>	Bachelor's degree
<b>Income</b>	Entry-level salary
<b>Goals</b>	<ul style="list-style-type: none"><li>-Secure a stable, well-paying job</li><li>-Advance professionally (promotions, certifications)</li><li>-Build a strong personal brand on LinkedIn</li><li>-Gain mentorship and career guidance</li></ul>
<b>Challenges</b>	<ul style="list-style-type: none"><li>-High competition in the job market</li><li>-Lack of interview preparation skills</li><li>-Struggles with career direction (switching industries or going abroad)</li><li>-Pressure to achieve financial independence quickly</li></ul>
<b>Motivations</b>	<ul style="list-style-type: none"><li>-Career stability and financial security</li><li>-Recognition and professional growth</li><li>-Desire to stand out among others</li><li>-Exploring remote or international job opportunities</li></ul>
<b>Behavior</b>	<ul style="list-style-type: none"><li>-Follow HR pages, career coaches, and job boards</li><li>-Engage with online training</li><li>-Search for long-form career content, guides, and testimonials</li></ul>
<b>Interest</b>	<ul style="list-style-type: none"><li>-Job vacancy announcements</li><li>-Online workshops on interview skills &amp; career growth</li><li>-CV &amp; LinkedIn profile optimization examples</li><li>-Success stories of graduates landing good jobs</li></ul>

### **Persona 3**

<b>Name</b>	The Career Shifter
<b>Age</b>	31-40
<b>Gender</b>	Male or Female
<b>Location</b>	Egypt
<b>Education</b>	Mid-career professional
<b>Income</b>	Mid-career salary
<b>Goals</b>	<ul style="list-style-type: none"><li>-Transition into a more fulfilling career (career switch or freelance work)</li><li>-Gain flexibility (remote jobs, freelancing) for work-life balance</li><li>-Upskill with certifications (project management, digital skills, etc.)</li><li>-Achieve financial security while balancing family life</li></ul>
<b>Challenges</b>	<ul style="list-style-type: none"><li>-Fear of starting over in a new career</li><li>-Limited digital/tech skills compared to younger candidates</li><li>-Struggle to showcase transferable skills on CV/LinkedIn</li><li>-Balancing family responsibilities with career growth</li></ul>
<b>Motivations</b>	<ul style="list-style-type: none"><li>-Freedom and flexibility (remote, freelance, consulting)</li><li>-Long-term financial stability</li><li>-Passion for new career paths or industries</li><li>-Desire to remain competitive in a changing job market</li></ul>
<b>Behavior</b>	<ul style="list-style-type: none"><li>-Consume career advice, and online training programs</li><li>-Engage more with informative and professional posts than entertainment</li><li>-Value trust, credibility, and professionalism in content</li></ul>
<b>Interest</b>	<ul style="list-style-type: none"><li>-Remote job postings &amp; freelance opportunities</li><li>-Step-by-step guides to career switching</li><li>-Online courses recommendations</li><li>-Real-life testimonials from mid-career professionals who transitioned successfully</li></ul>