

Name: Maria Smith

Age: 40

Background: Former advertising professional that took an 8-year gap to raise children

Job search style: Moderately active

Skills:

- Microsoft Suite
- Content creation
- Adobe Creative Suite
- Client communication

Challenges:

- Unsure of how to present career gap
- Finding jobs that match previous skills acquired
- How to market herself as a competitive candidate

Needs:

- Resume refresh guidance
- Remote/hybrid work environment
- Personalized job recommendations based on experience

