

# **Demographics**

Name: Victor Carlos

*Age*: 35

Location: Alabama, Ga

Job: Marketing Analyst

Salary: \$70000-\$85000/year

Family: Lives with his girlfriend

## **Profile**

As a seasoned marketing analyst, Victor has spent the past 5 years working with companies to bring their products to the national stage. He owns a massive house in the City of Georgia; living with his girlfriend Lucy and a pet dog named Bruno. He is very self-groomed and tidy. He ensures that each project is well-researched with good examples.

#### **Frustration**

- Owns a big house and finds it difficult to maintain it.
- Take care of his pet dog, Bruno, when he and his girlfriend Lucy are out for work tours.

## **Interests**

- Reading novels
- Stay up-to-date with daily stock updates
- Loves animals, especially dogs
- Attending business fairs and workshops
- Loves to be fastidious

### Goals

- Need house cleaning services
- Need service to look after his pet dog
- Need a secure person to take care of his house when he is out on a work tour