

Marketing Michelle

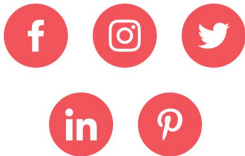


Job Title
Marketing Manager

Age
25 to 34 years

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

Social Networks



Industry
Marketing

Organization Size
501-1000 employees

Preferred Method of Communication

- Email
- Social Media
- Text Messaging

Goals or Objectives

- Run her own start-up
- Design activewear for teens
- Build a community through her podcast

Biggest Challenges

- Skincare is not her first priority
- Wants an easy, non fussy regimen

HHI

\$75k

Job Responsibilities

- Marketing specialist for energy drink company
- Leads strategy for campaign launches
- Media Planning

Reports to

CEO

They Gain Information By

Marketing Conferences
Podcasts
Online webinars

Favorite Media Outlets

Buzzfeed.com
Nylon Magazine online
Politico

Hobbies

Working out
Videoblogging on YouTube
International Travel

Realtor Rich



Job Title

Real Estate Agent

Age

35 to 44 years

Highest Level of Education

Some college, no degree

Social Networks



Industry

Real Estate

Organization Size

Self-employed

Goals or Objectives

- Don't want a job, but instead, want to build a business.
- Independent contractors working 100% commission.
- Close a transaction within their first month

Household Income

\$120k

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

Job Responsibilities

- Meet with investor leads and make connections
- Follow up on all leads and requests for information
- Meet clients at properties and guide them through the sales process

Biggest Challenges

- Hard to find products for razor-bump prone skin
- Dry and itchy skin
- Skin discoloration due to ingrown hairs

Reports to

No one

Favorite Media Outlets

- Zillow
- Architectural digest
- Realtor.com
- Fox News, Mad Money, Squawk Box
- Local News and Magazine

They Gain Information By

- Conferences
- Online trainings
- Social Media
- Local city media outlets

Hobbies

- Fishing
- Activities with Kids
- Carpentry
- Watching sports at local bar

Wendy the Web Developer



Job Title

Web Developer

Age

35 to 44 years

Highest Level of Education

Master's degree (e.g. MA, MS,

Social Networks



Industry

Technology

Organization Size

10,001+ employees

Preferred Method of Communication

Text

Email

Instagram

Biggest Challenges

- Wants an acne solution that is effective
- Extreme dry skin during the winter

Job Responsibilities

- Maintain and develop company website pages
- Maintain SEO strategy

HHI

120k

Favorite Media Outlets

Mashable

TechCrunch

Wired

Yahoo News

Reports to

Director of Customer Experience

Hobbies

- Online bookclub
- Hackathons
- Brunching with friends
- Book Collector

They Gain Information By

Conferences

Online webinars

Meetups