

## Make My Persona Overview

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**Name**  
Dardan**Age**  
18 to 48 years**Highest Level of Education**  
Bachelor's degree (e.g. BA, B

### Social Networks

**Industry**  
Marketing**Organization Size**  
11-50 employees

### Preferred Method of Communication

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

### Tools They Need to Do Their Job

- Content Management Systems
- Project Management
- Email
- Employee Scheduling Software
- Invoicing Software
- Word Processing Programs
- Reporting Software

### Job Responsibilities

The navigating client relationships and communication should be in level, the employee is necessary to have morale, collaboration, creativity and need to know about problem solving & decision making.

### Their Job Is Measured By

Team productivity and Successful work.

### Reports to

CEO and Director of the Company.

### Goals or Objectives

To make marketing an important part of many fields and professions as possible in order to be as productive as possible for different work.

### Their Job Title

Marketing analyst and coordinator.

### They Gain Information By

Completion of various courses and training, as well as obtaining licenses based on job position in which it is.

### Biggest Challenges

- Navigating Client Relationships & Communications
- Employee Morale
- Communication
- Collaboration & Creativity
- Project Management & Disorganization
- Problem Solving & Decision Making

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