

# Primary Persona:



**Quote:** “It’s Not sold until it’s shipped”

## **Bibliographical:**

Name: Eva Girlboss

Age: 33

Birth place: Boston, Massachusetts

Current location: Washington DC

Education: MBA from Harvard Business School

Major: Marketing

Income: \$500,000 + Dividends

Net Worth: \$18,888,087,000

Regions Lived: Boston, DC, NYC

## **History:**

Career: Life guard, Assistant Manager at United Insurance, General Manager at Student united insurance company, Vice President at Happy Insurance Partners

**Criminal history:** None

**Community work/role:** Active volunteer at Soup Bowl, owns a non-profit group that supports cancer research.

**Bio:** Growing up Eva was always passionate about health care. She was ambitious and enjoyed marketing. Her main goal is to bring out the best experience for her employees and customers alike.

## **Proficiency:**

Technical: Good

Data: Moderate

Business: Expert