



## NAESOR

**Age:** 32

**Education:** NC University  
Computer Major

**Hometown:** Tampa, FL

**Family:** Lives with girlfriend

**Occupation:** Freelance  
Developer

*"I know a little bit about everything but I am a Master of None. Sometimes that is better than not knowing anything at all!"*

### Goals

- To increase her brand reputation.
- Find new ways to market herself.
- Look for color pallets and fonts that seperate her contrasting music careers.

### Frustrations

- "Sometimes, I have too many different obligations and responsibilities. I don't have time to fully focus on marketing and networking."
- "I need to understand how presales work but information is not readily available"

Veela is a upcoming and trending DJ in her local scene. Her formal classical tranining is the foundation of music knowledge. Vella chose to expand her traditional understanding of music by focusing on recording and music productions. She became fond of electronic music and the expansive capabilities they can produce.

Veela teaches classes and wants to find a new way too make the things work in the marketing dept. She is tech savvy but is not time rich.



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*"I have the time and resources that were not available to me in the past. I just want to be unique in the industry but still have a similar visual experience."*

### Goals

- Showcase his new sound with live instrument performances.
- Find new followers via album presale marketing.
- Reduce the amount of work it takes to monitor album sales.

### Frustrations

- "Sometimes, I have too many different options to explore"
- "I think that there is a way to be unique without straying to far from what familiar. I am not creative in the visual arts."

Naesor is in a condrum. He started college, left to explore music and played in bands. He worked at music stores, learned a lot about equipment, software and recording. He was able to acquire DJ skills by learning through fellow employees and friends.

Eventually he decided to go back to school as music was not profitable. He learned to code and studied business. He spends alot of time listening to music and has Now he has returned to music and has time to complete alot of task due to his work schedule.