

Name

age: 30

residence: Long island, New York

education: College graduate

occupation: None

marital status: Married, with kids



"I'm eager to get back to my career and use my skills, but I know I have to prove I'm still a valuable asset after taking time off to raise my children."

Wendy is a 30-year-old woman who previously worked in marketing before taking a five-year hiatus to focus on raising her young children. Now that her children are in school, she is ready to re-enter the workforce and resume her career. She is intelligent, driven, and possesses strong communication and organizational skills honed through her professional background and managing a household. However, she is also apprehensive about the gap in her resume and the potential challenges of convincing employers that her skills are still current and relevant.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Opportunities to utilize her existing skills: Wendy wants to leverage her previous marketing experience and apply her knowledge.

A supportive and understanding employer: She values an organization that recognizes the value of her life experience and is willing to provide a chance to re-enter the workforce.

Needs

- A full-time or part-time position with flexible hours
- A competitive salary and benefits package
- Access to training and resources
- A professional and inclusive work environment

Values

- Professionalism and integrity
- Continuous learning
- Family and work-life balance
- Communication and collaboration
- Adaptability and resilience

Wants

- Opportunities to take on new challenges
- Mentorship or networking opportunities
- A company culture that values work-life balance
- The ability to showcase her transferable skills

Fears

- Difficulty finding a job due to her resume gap
- Being perceived as outdated or lacking current skills
- Facing age discrimination
- Struggling to balance work and family responsibilities
- Losing her professional identity

