

# George McEneaney



## Demographics

Age: 65

Gender: Male

Marital Status: Married

Income: 60,000 euros/year

Location: Sligo

## Defining Traits

1. Determination
2. Innovative
3. Energetic

## Professional Background

### Education

High School

### Company / Job Title

Progressive Genetics

### Work Experience

After graduating high school, I decided to return to farming and help my father with his dairy farming. During my career I met experienced and successful farmers and now I am on a mission to bring the knowledge and our dairy farming products to the agri sector.

## Personal Preferences

### Interests

Farming, Country Side travelling, Irish music

### Favorite Brands & Products

Adidas, Nike.

## Psychographics

### Values

Efficiency, responsiveness and clear communication, work-life balance

### Goals

Expand our business and sell our products to agri sector by increasing awareness

### Challenges & Frustrations

Lack of ability to hire freelancers on my own to create videos , graphics, ads for my products

## Communication Style

Casual

Professional

General

Technical

Compose.ly

# Lilian Fernando



## Professional Background

### Education

M.S. in farm management

### Company / Job Title

Sales Representative, Lemken

### Work Experience

After graduating with a master's, Lilian began her career in local food farm as a assistant farm manager and worked for 10 years. She then became sales rep at her Lemken for six years now and promoting new innovative technologies into farming.

## Psychographics

### Values

Efficiency, responsiveness and clear communication, work-life balance

### Goals

Grow innovative farming methods online presence through blogging and social media outreach

### Challenges & Frustrations

Lack of time to write, difficulties finding competent freelancers

## Demographics

Age: 40

Gender: Female

Marital Status: Single

Income: 50,000 euros/year

Location: Co.Meath

## Personal Preferences

### Interests

Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter

## Communication Style

Casual

Professional

General

Technical

## Defining Traits

1. Self-motivated
2. Creative
3. Enthusiastic

### Favorite Brands & Products

Adidas, H-E-B, Garmin, Keurig, Magic Bullet Blender, Fitness, SoulCycle