

# MNA Persona #1: Young Community Professional



"Nurture Your Tribe"

**Age:** 25 - 35

**Work:** Management & Professionals

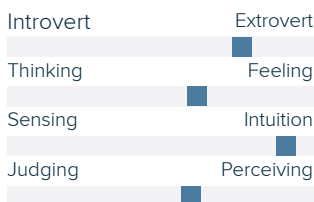
**Family:** Midscale singles before they marry, have families, and establish more desk-bound lifestyles

**Location:** Metro-mix - suburban areas and second cities

**Character:** Mobile adults, recent college graduates who are into athletic activities, the latest technology, and nightlife

**Nielson Prizm:** Up-and-Comers - Upper Midscale Younger Family Mix

## PERSONALITY



- Goal-Oriented
- Outgoing
- Positive
- Loyal
- Intelligent

## GOALS

- NURTURE YOUR TRIBE:** It is the quality, not quantity of friends that has the biggest impact on emotional well-being.
- BE HONEST WITH YOURSELF:** Because if you can't be honest with yourself, how can you be honest with anyone else?
- FIND A CAREER YOU LOVE:** With a decade's worth of work experience under your belt, your 30s are the time to jump ship and find a career that you love Monday mornings.

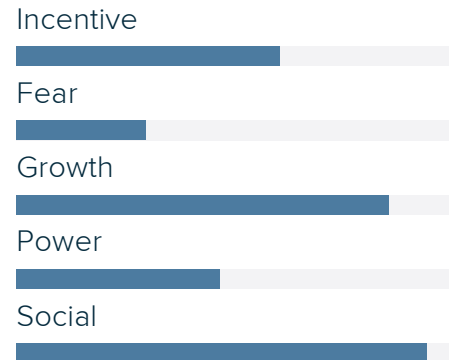
## FRUSTRATIONS & FEARS

- Debt and mortality.
- Starting a family and the change and impact that this will have on my life
- Using mind-numbingly outdated software and internal processes.

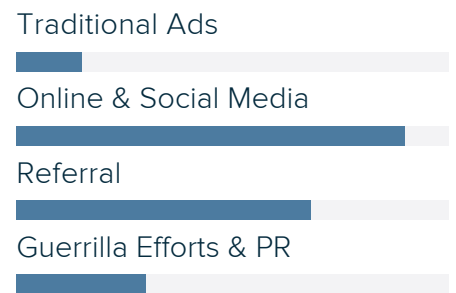
## PERSONA BIO

I'm a senior social strategist who guides brands with their social media image and content. I work on everything from developing a content strategy to determining a brand's "voice," and even help create actual posts. I commute five days a week from the suburbs. I am single, but dating a good man with a solid view on life. I am thinking about marriage and kids. Finances are extremely important to me...being frugal. I'd like to retire in my 40's and enjoy life on my terms.

## MOTIVATION



## PREFERRED CHANNELS



## Brands & Influencers

