



JESSICA KNOWELS

HUSTLE TARGET AUDIENCE PERSONA
BY: OLIVIA NOEL

AGE 30

OCCUPATION FREELANCE GRAPHIC DESIGNER

RELATIONSHIP STATUS SINGLE

LOCATION AUSTIN, TX

ARCHETYPE "BOSS LADY"

PERSONALITY

EXTROVERTED



DRIVEN



INDEPENDENT



TECH SAVVY



EMOTIONAL



WHAT I WANT...



BIO

Jessica is epitomizing the "thirty, flirty, and thriving" lifestyle as a single entrepreneur in Austin, TX. Because she is self-employed, her business heavily relies on social media, so she spends a lot of time developing her personal brand and connecting online with others. She is an independent women wanting to make a name for herself, and she knows the first step to this is making sure her body and mind are in good shape. She religiously starts her day with an herbal tea and ends it with a glass of red wine. Through journaling, meditation, working out at her apartment's gym, and cooking healthy recipes she finds on Pinterest, Jessica practices self-care and aims to live a balanced lifestyle.

GOALS

- To reach her goal weight and feel confident in her body. She does this by eating a plant-based diet and counting her caloric intake.
- To make her parents proud of her life successes, both financial and personal.
- Jessica hopes to start a family of her own within the next five years and plans to be a working mother.

FRUSTRATIONS

- She is still paying off her student loan debt from when she earned a Bachelor of Science in Business at The University of Texas at Austin in 2013.
- She has a tendency to compare herself to the lives of others her age on social media.
- As a women's rights activists, she does not approve of the wage gap between men and women and feels as though gender bias works against her and her business. Her average income is around \$45,000/ year, putting her in the lower-middle class SES.

MEDIA

Facebook



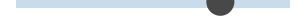
Instagram



Youtube



Streaming Sites



Radio



Magazines



BRANDS



LULULEMON



TRADER JOES



NIKE



HONEST BEAUTY



APPLE



AMAZON



NETFLIX



TARGET



STARBUCKS