



SAMANTHA

ACCOUNT EXECUTIVE, NEW YORK CITY

BIO

Samantha grew up in Long Island and moved to NYC right out of college, where she has been climbing the ladder as an account executive for the past three years. She lives with her boyfriend in Brooklyn and commutes into Manhattan for work each day. After work she sometimes grabs drinks with coworkers, and on the weekend she enjoys going to brunch with her friends.

DEMOGRAPHICS

Age: 29
Born: Long Island, NY
Location: Brooklyn, NY
Career: Account Executive for Fashion Agency
Family: Parents live in Long Island, siblings in PA and MA
Relationship Status: Long term relationship, lives with boyfriend
Living: Renting, lives with BF

PERSONALITY

Sociable
Creative
Ambitious
Critical
Hard Working

CORE NEEDS

Community
Achievement
Structure
Friendship

TECH

Instagram
Eventbrite
Pinterest
LinkedIn
Yelp

MOTIVATIONS



EATING OUT



SHOPPING



SOCIALIZING



COLLABS

GOALS

Get promoted at work
Give back to causes for women
Meet new people and have fun
Find ways to unwind and relax
Stay on top of the latest trends

FRUSTRATIONS

Feeling invisible in the city, the crowds
Too many options, never enough time
Standing around at events without any structure
When things don't go as planned or expected
Has trouble "unplugging" from work