



# TARA

## TRENDSETTER

Age: 20-25

Gender: Female

Salary: No more than \$40,000

Location: Major U.S. urban areas

Education: Pursuing or just graduated with a bachelor's degree

Family: Single

### Media/Distribution

Tara is well-versed in social media. She uses Instagram, Facebook, LinkedIn, Pinterest, Twitter and Snapchat for both personal and professional purposes. She can also be reached through email: [tarat@work.com](mailto:tarat@work.com). Tara prefers multimedia digital posts. Often, if a post just contains text, she'll skip past, but enjoys looking at online galleries and watching short videos, especially when they're posted by her favorite influencers or media outlets. Although her writing style is flowery, Tara prefers reading things that are succinct and doesn't spend more than a couple minutes looking at articles online. Words like "diversity" and "community" attract Tara's attention because she's passionate about social issues. She also keeps her eye out for trending topics because she likes to stay informed and be aware of what's "in."

### Goals/Challenges

Tara wants to have a successful career as a fashion public relations professional, but she also wants to make a positive impact on society through her work. She aims to travel a lot the next few years and make strides in her career before even thinking about starting a family.

Having just graduated college, she is having a little bit of a tough time getting used to life in the city. Tara also wants to dive into a job where she can completely take charge, so she's still adjusting to her entry-level position at a PR agency. With all these new changes in her life, Tara is struggling to let her usually bold, trendy self shine through.