

Ruth Cortez



Age

25 to 34 years

Highest Level of Education

Master's degree (e.g. MA, MS,

Social Networks



Industry

Finance

Organization Size

501-1000 employees

Preferred Method of Communication

- Email
- Phone
- Social Media
- Face-To-face
- Text Messaging

Goals or Objectives

- Rise to the top of the ladder in the marketing industry
- Constantly develop new ideas that are idiosyncratic to herself

Biggest Challenges

- Constantly busy
- Logical in thinking
- Data-driven

Reports to

CFO

Demographic

- In a relationship
- Sister to 5 siblings

They Gain Information By

- Social Media
- News
- Publications
- Face-To-face

Environment

She is very conversational and is constantly running around to gain new perspectives to getting her job done.

She spends most of her weekends either with family or with her boyfriend, either eating out and just relaxing.