



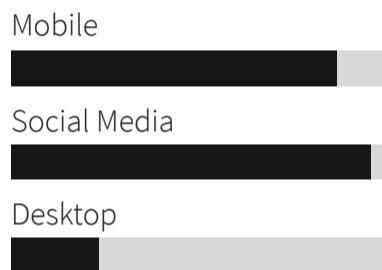
# the Dragon Slayer

*"I've seen nearly everything"*

## Deanna

32 years old, married with 2 children, values time with children above all else, can handle nearly any obstacle thrown her way, looking to kickstart new career that is flexible

### How she consumes



### Who she is

humble  
Motivated  
Mobile  
Tough  
battle-tested  
Generous

compassionate  
**Family**  
Outgoing  
Considerate  
Socially Savy  
**Friendly**

**Adaptable**

### GOALS

- Jumpstart new career
- Flexibility is huge
- Family must come first
- Can handle anything that is thrown at her
- Empathetic teams

### FRUSTRATIONS

- Long hours
- Complicated process
- Male executives who don't understand
- Lack of women in the workplace

### PERSONALITY

Humble    Compassion  
Dedicated    So Strong  
Real    Always Busy  
Generous    Helpful

### Brands she loves

Etsy



Pinterest

SCARY  MOMMY

