



JANE BURGESS

Hi, I'm Jane Burgess. I am a 21 year old marketing student at Bloomfield University. I am passionate about animals and would like to work on campaigns focused on animal care or wildlife conservation. I'd like to volunteer, but always feel pressed for time as a student, social media intern, and nature blogger.

AGE: 21
OCCUPATION: MARKETING STUDENT
LOCATION: NEW YORK

GOALS

- +Shorten her online search time for volunteer opportunities
- +Find a reputable organization, to ensure her efforts are impactful
- +Raise awareness for and help to improve animal care and wildlife conservation

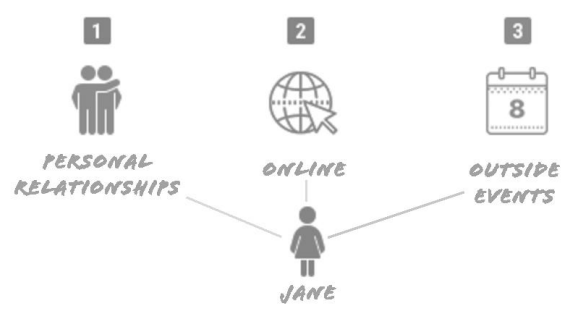
TECHNICAL SKILLS

- INTERNET** ● ● ● ● ○
- SOCIAL MEDIA** ● ● ● ● ●
- WRITING** ● ● ● ● ●

FAVORITE DEVICES



INFORMATION COLLECTION



LIKES

- ANIMALS
- NEW FRIENDSHIPS & SOCIALIZING
- HIKING & VISITING NATIONAL PARKS
- CHECKING HER NEWSFEED
- IMPROVING HER SKILLS
- HELPING THOSE IN NEED

DISLIKES

- BEING DISCONNECTED OR ALONE
- MISSED DEADLINES
- TIME CONSUMING WEB SEARCHES
- HAVING TO VET VOLUNTEER ORGANIZATIONS
- DEFORESTATION

MOTIVATIONS

- +Making a positive influence & empowering communities leading change
- +Values meeting likeminded people & making new friendships
- +Graduate with new skills to help her start a marketing career related to her passions