



# Evelyn Perez

“I’m busy juggling my work and activism, so I strive to simplify things.”

**AGE** 32  
**OCCUPATION** Office Manager  
**STATUS** Married - Children  
**LOCATION** San Antonio, TX

**GENDER** Female  
**ARCHETYPE** The Hero  
**TRAITS** Bold, motivational, inspiring, devoted

## PERSONA BIO

Evelyn is a wife and mother. She is a very organized, busy, and yet compassionate person.

She has a full-time job as an office manager. One day she saw a colony of cats near her office building, and started feeding them. She then started a local volunteer group working with community cats.

Work, raising a family, and volunteer efforts require a lot of physical and mental energy from her. But she is driven by her tender and giving nature and just wants to help the helpless.

She has to tell herself that she can't do it all and to focus on what she can do with her time and efforts.

When there is a free moment to herself, she likes to unwind with crochet and gardening. It fits her nature to care for things and preserve life.

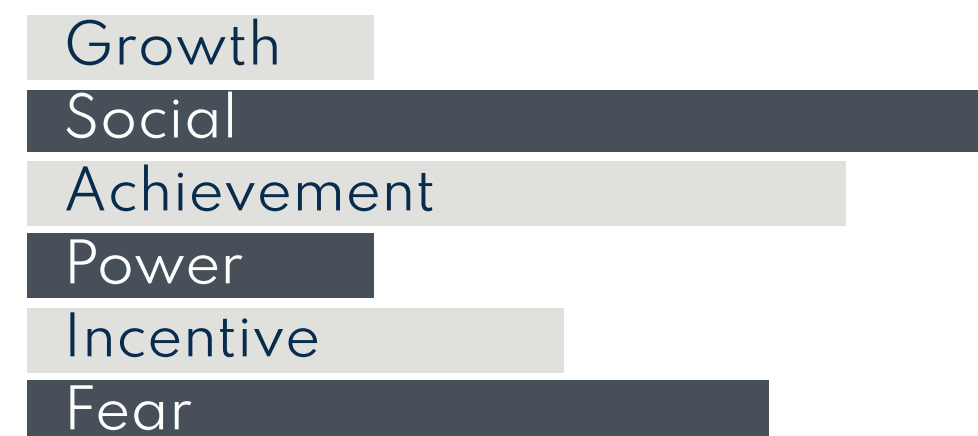
## GOALS & NEEDS

- Communication with volunteers and orgs
- More clinics and active help in the field
- Educational outreach and awareness

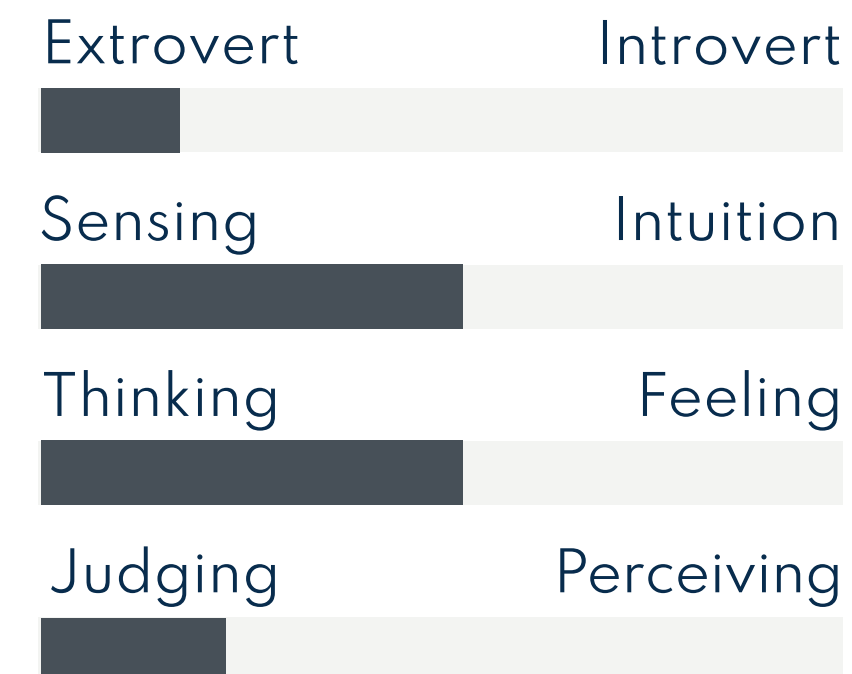
## FRUSTRATIONS & FEARS

- Flooded inbox requires manual work
- Coordination of many schedules is hard
- Having to view/post to so many groups

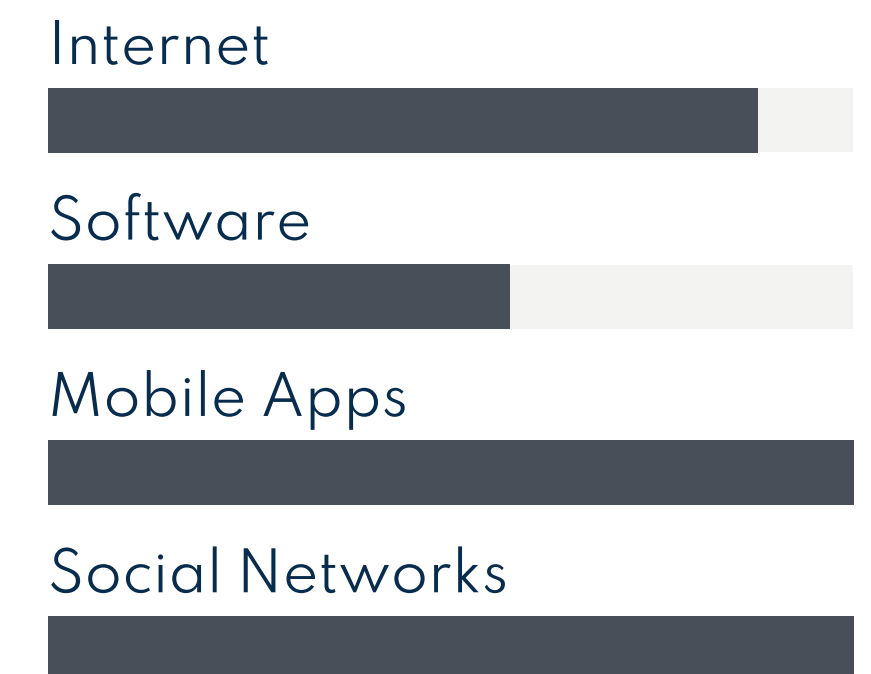
## MOTIVATIONS



## PERSONALITY



## TECH KNOWLEDGE



## BRAND AFFILIATIONS

