

THE

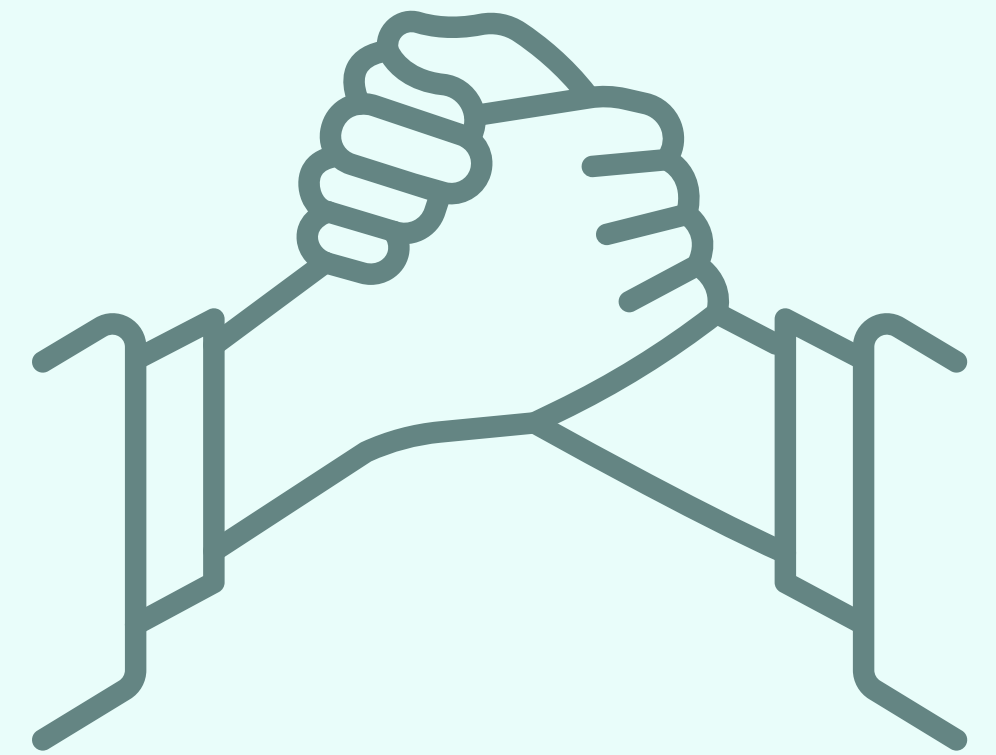
SOCIETY



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MISSION & VALUES



VALUES

MISSION

"EMPOWER YOUNG, AMBITIOUS FEMALE LEADERS IN PURSUIT OF THEIR DREAMS"

FEMALE EMPOWERMENT

CAREER-FOCUSED

INCLUSIVITY & DIVERSITY

CREATIVITY

INFLUENCE

CAMARADERIE & COLLABORATION

SELF-CONFIDENCE

SOLVING PROBLEMS

CUSTOMER PERSONA



NAME: WILLOW

AGE: 23

EDUCATION: BACHELOR DEGREE IN MARKETING

LOCATION: SAN FRANCISCO, CA

OCCUPATION: PART-TIME NANNY

CHARACTERISTICS: EXTROVERTED, DRIVEN, CONFIDENT, MOTIVATED

GOALS

UNCOVER HER PASSIONS, ENHANCE HER MARKETING SKILLS, FIND A FULFILLING CAREER TO SUPPORT HER LIFESTYLE

FRUSTRATIONS

STRUGGLING TO MEET ENTRY-LEVEL EXPECTATIONS WITH LITTLE TO NO EXPERIENCE POST-GRADUATION, UNAWARE OF WHAT INTERVIEWERS ARE SEEKING IN POTENTIAL CANDIDATES, HAS BEEN JOB SEARCHING FOR SIX MONTHS, LACKS INTERVIEW SKILLS

WILLOW WAS BORN IN LOS ANGELES, CALIFORNIA AND MOVED TO SAN FRANCISCO TO ATTEND UNIVERSITY. SHE GRADUATED WITH HER BACHELOR'S DEGREE IN MARKETING WITH LIMITED PROFESSIONAL EXPERIENCE. SHE IS CONSTANTLY SEEKING OUT WAYS TO IMPROVE HER SKILLSETS TO MAKE HERSELF MORE COMPETITIVE IN THE JOB MARKET. SHE IS READY TO TAKE ON ANY CHALLENGE AND WILL NOT SELL HERSELF SHORT. WILLOW LOVES FASHION, ART, AND MUSIC. ON THE WEEKENDS SHE LOVES TO TAKE HER HUSKY, LUNA OUT FOR BRUNCH AT HER FAVORITE LOCAL SPOT AND GO OUT WITH HER FRIENDS IN THE EVENINGS. SHE MAKES HAPPY HOUR A WEEKLY HABIT AND RESEARCHES BRAND CAMPAIGNS JUST FOR FUN! HER FAVORITE BRANDS ARE CHANEL, PRADA, ASOS, REFORMATION, NIKE, GLOSSIER, AND ZARA TO NAME A FEW.

VALUE PROPOSITION

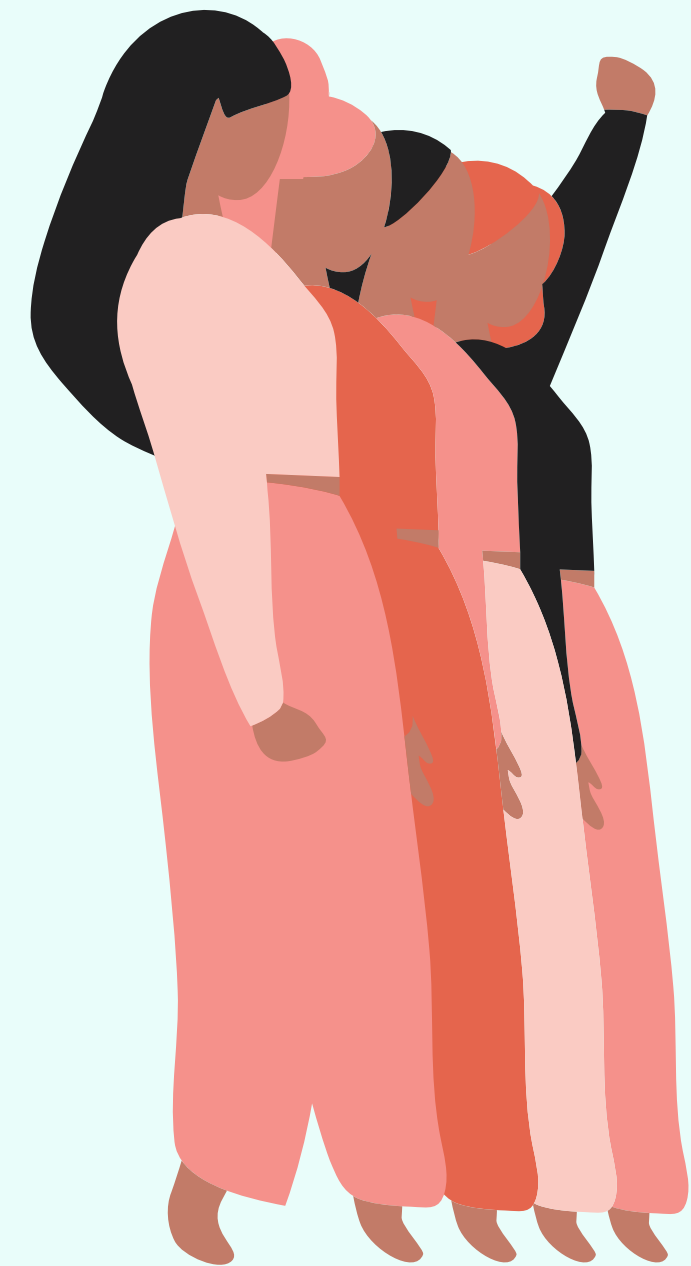
Listeners gain career advice from women within desired marketing careers

Encourages young women who are struggling in the beginning stages of their career

Elevates the voices of women and their stories

Provides industry insights and tips for what companies are looking for

Listeners have access to networking opportunities



BRAND POSITIONING

MARKETING CAREER PODCAST POWERED BY WOMEN

Helps women start and accelerate their careers in marketing

What you do for work should also be what you love

Provides community support



BRAND VOICE & MESSAGING



"Know what sparks the light in you so that you, in your own way, can illuminate the world"
- Oprah Winfrey

SNY
SOCIETY



INSPIRING

MOTIVATING

WE ARE

COMPASSIONATE

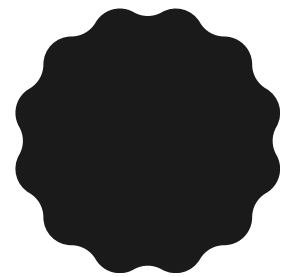
FUN

LOGO VARIATIONS & COLOR

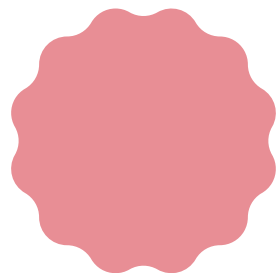
LOGOS



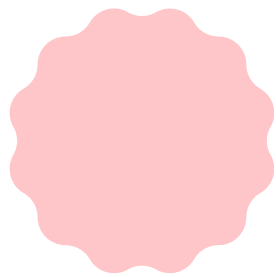
BRAND COLORS



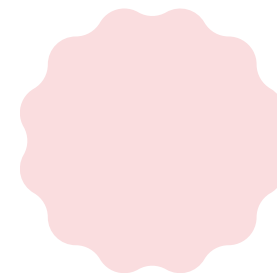
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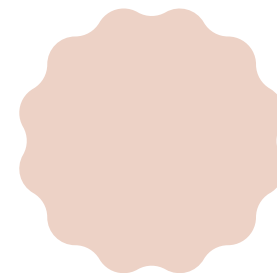
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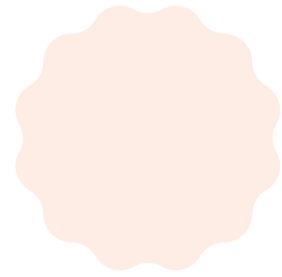
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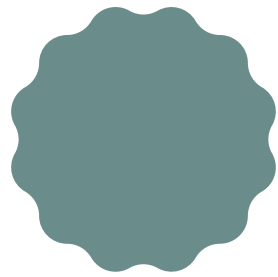
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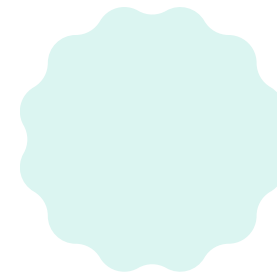
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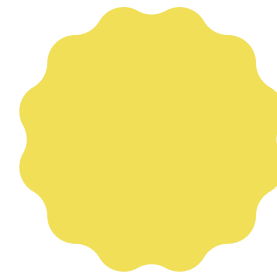
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FONTS

COLOMBO SANS

SAN MARINO

POPPINS MEDIUM