

Lara Covantin

Personality & Interests

Lara is extroverted and eager – she brunches with friends and makes time to network.

Lara is rationally indulgent, with an appreciation for quality, and is comfortable spending her money.

Demographics & Financial Status

- 28 years old
- College graduate
- Recently engaged
- Lives in Atlanta, GA
- Interested in the psychology of business

Lara is financially independent and comfortably middle class; she is building a 401K.



Digital Habits

Lara is a social native; Instagram is her platform of choice where she engages most frequently.

She pays for premium access to streaming services like Spotify, Hulu, Netflix, and HBO.

Lara is a lifestyle/fashion influencer on IG with a small but notable following for her “better than business” #OOTD inspo.

She skims NYT headlines for weekly news and current events; she follows blogs for architecture, home design, and marketing.

Lifestyle

Lara is a sophisticated twenty-something who appreciates travel and tech trends.

She is knowledgeable about pop culture, fashion and design. She wants to learn more about brand management.

Lara does not budget but manages her debt well — she is considered low risk for new credit lines.

Lara prioritizes her disposable income for décor and personal style; she saved for a trip to Thailand but may buy a condo instead.

Relationship & History with Brand

Lara is an invested employee, and has worked in the marketing department for about 18 months.

She was previously unfamiliar with the company but has a passion for lifestyle brands and functional design.

Goals & Aspirations

She intends to stay with the company for a while to expand her industry skills and build management experience.

Lara wants to start her own family in an Ashton Woods home in the next 5 years.



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