

# Millennial Shopper Persona

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Name	Jessica Carter
Age	29
Location	Portland, OR
Occupation	Marketing Specialist
Income	\$65,000/yr

## Bio

Jessica is a digitally savvy millennial who values experiences and sustainability. She's active on social media, frequently shops online, and prefers brands that align with her values. She looks for convenience, authenticity, and transparency in her purchases.

## Goals

- Stay up-to-date with latest trends
- Find good deals & quality products
- Support ethical & sustainable brands

## Challenges

- Overwhelmed by choices
- Skeptical of inauthentic marketing
- Lack of transparency in products

## Values

- Authenticity
- Convenience
- Sustainability

## Email Preferences

- Prefers short, visually engaging emails
- Wants personalization based on interests
- Responds to exclusive or early access offers
- Appreciates user-generated content & reviews

## Product Interests

- Eco-friendly lifestyle products
- Fashion with transparent sourcing
- Smart home & tech gadgets
- Unique, limited-edition launches

## **Sample Launch Email Appeal**

- Catchy subject lines with emojis
- Highlight ethical brand mission
- Limited-time offers or bundles
- Invite to follow on social media & share feedback