

Volunteer Persona: Jamie Rivera

Basic Information

Name: Jamie Rivera

Age: 29

Location: Austin, TX

Occupation: Marketing Coordinator

Volunteer Role

Event Coordinator

Weekly Commitment: 4 hours

Contact

Email: jamie.rivera@email.com

Bio

Jamie is a passionate young professional who wants to give back to the community by utilizing organizational skills and creativity. With experience in marketing, Jamie enjoys helping nonprofits gain visibility and believes small contributions can lead to big changes.

Goals

- Make a meaningful impact locally
- Build connections with like-minded people
- Develop event management skills

Pain Points

- Limited time due to work schedule
- Wants clear, streamlined volunteer tasks
- Occasional uncertainty about where help is most needed

Motivations

- Desire to learn and grow
- Belief in the nonprofit's mission
- Seeking social fulfillment

Preferred Communication

- Email for updates
- Group chat for event coordination
- Occasional in-person meetings