

# 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