



## DEMOGRAPHICS

AGE ..... 28  
GENDER..... Female  
LOCATION..... Los Angeles  
MARITAL STATUS..... Single  
EDUCATION..... B.A.  
INCOME..... \$48k Annually  
OCCUPATION ..... Marketing

## TECHNOLOGICAL CAPABILITIES

PLATFORM .....PC  
SCREEN RESOLUTION ..... 1024x768  
PREFERRED BROWSER(S)... Internet Explorer  
COMPUTER SKILL LEVEL ... Intermediate

## GOALS/MOTIVATIONS

- Find out about more about SMC's Interior Architectural Design Program
- View Degree Requirements
- See Photos of the Campus
- Find out Financial Aid Information

## ABOUT CARRIE

Carrie Sullivan is a 28 year-old full-time Marketing Professional seeking a career change into the design world. She holds a bachelor's degree in Communications from USC and is now seeking an A.A. in Interior Architectural Design to aid her in changing careers.

Carrie wants to ensure that the program she attends will prepare her for a career change to architectural design. She wants to view classes, program requirements, and find out about the technologies the school uses to teach. She also wants to find out more about the current faculty and view the facility where she'll be attending class. Carrie is also interested in finding out more about SMC's alumni and where they eventually went on to find careers after completing their degree.

Carrie plans to continue to work while in school but money is tight so she needs to be able to find information on financial aid.

She's also relatively new to the Los Angeles region so she's hoping to make a few new friends at SMC. As a Marketing Pro, she's a social media lover so she wants to be able to connect with the school and other students via facebook and twitter.

In Carrie's free time, she loves to go to the movies, hang out with friends, and travel.

# CARRIE SULLIVAN

Marketing Professional, Age 28