

Adventurous Angela

"I love sharing experiences that are a mix of fun and educational with my team members and community."



Organized
Professional
Friendly

Leader
Researcher
Responsive

Assertive
Adventurous

Demographics

Age: 35-60

Work: Professional, 10+ years experience

Family: Kids, tween to college age, married

Location: NC (SC, VA)

Motivation for Event

- Plan this on time and in budget
- Bring people closer together
- Have fun
- Memorable experience
- Educational

Frustrations

Event Planning

- Other people don't call me back
- Coordinating schedules
- Overly complicated

General

- Work/life balance
 - Taking time for herself
 - Being a working Mom

Preferred Channels

- Instagram
- Pinterest
- Facebook
- Email
- YouTube

Personality and Bio

Angela is a seasoned professional, with over 10 years at her current position. She is the go-to planner for the company's extracurricular events. At home, her and her husband have 2 teenage girls and a son in college. She often plans the families trips as well.

While she loves being in the role of researcher and coordinator for these events, Angela is a pretty busy lady. So when it comes time to make final decisions she looks to the event vendors to finalize the details.

A North Carolina native, you'll often find her hiking Pilot Mountain with the family or on a girls weekend trip in Wilmington.

Personality and Bio

Professional

- Continue to grow in her leadership role and be promoted
- Plan annual group event that is fun for all
 - Good value
 - Easy to plan and coordinate
- Nurture her team and build greater collaboration and bonding

Personal

- Planning a family trip to Costa Rica
- Having more family dinners
- Saving for kids' college

Brands and Influencers

Our State
CELEBRATING NORTH CAROLINA

HUFFPOST

Pinterest

NATIONAL GEOGRAPHIC

visit
winston salem
Your Southern Wake-Up Call®

The New York Times