

## Persona 1

**Name:** Corporate Caroline

**Major:** Finance & Real Estate (Double Major)

**Year:** Junior

**GPA:** 3.85

### Profile Overview

Caroline is highly motivated and has her sights set on a competitive internship in Atlanta or New York. She is active in the Financial Management Association (FMA) and is feeling the pressure of "recruiting season" hitting its peak.

- **Skills Inventory:**
  - **Technical:** Advanced Excel (VLOOKUPs, Pivot Tables), Bloomberg Terminal basics, Financial Modeling, QuickBooks.
  - **Soft Skills:** Professional networking, public speaking, time management, and polished professionalism.
- **Career Interests/Goals:** She wants a Summer Analyst position at a "Big Four" firm or a major investment bank.
- **Current Resume Quality:**
  - It's clean, follows the FSU Career Center template, and is packed with action verbs. However, it feels a bit "cookie-cutter."
- **Application Tracking Method:**
  - **Excel.** She has a color-coded spreadsheet with deadlines, contact names, and follow-up dates.
- **Pain Points:**
  - **Imposter Syndrome:** Despite her high GPA, she feels behind compared to peers who landed offers in the fall.
  - **Networking Fatigue:** She's tired of "coffee chats" that don't lead to interviews.
  - **Technical Interview Prep:** She's great at behavioral questions but terrified of the technical valuation questions she might face.

## Persona 2

**Name:** Ethan

**Major:** Mechanical Engineering (Focus on Robotics)

**Year:** Senior

**GPA:** 3.4

### Profile Overview

Ethan is the guy you want on your Senior Design project. He's spent his last three years in the COE labs and has a deep love for how things work. However, he's realized that while he can build a robot, he's not quite sure how to "sell" that experience to a recruiter at a career fair.

- **Skills Inventory:**

- **Technical:** MATLAB, SolidWorks, Python, 3D Printing/Prototyping, Circuit Design,  $\LaTeX$  for documentation.
- **Soft Skills:** Analytical problem-solving, technical writing, collaborative teamwork (via lab groups), patience.

- **Career Interests/Goals:** He knows he wants to be an engineer, but he's torn between the defense industry (Lockheed, Northrup Grumman) and smaller manufacturing firms. He hasn't narrowed down his "dream" niche yet.

- **Current Resume Quality:**

- It is very technical and includes every project he's ever done. It's a bit text-heavy and lacks "results-oriented" language (e.g., he lists what he *did*, but not the *impact* it had).

- **Application Tracking Method:**

- **None.** He applies to jobs when he sees them on LinkedIn or NoleNetwork, but he doesn't keep a formal log. He occasionally loses track of which version of his resume he sent where.

- **Pain Points:**

- **Communication Gap:** He struggles to explain his complex technical projects to HR recruiters who aren't engineers.
- **The "Innovation" Trap:** He's so focused on his current heavy course load and Senior Design project that he feels he doesn't have time for "professional development."
- **Location Constraints:** He's worried about staying in Florida vs. moving to a tech hub, but isn't sure which companies offer the best mentorship for entry-level engineers.

### Persona 3

**Name:** Layla

**Major:** English (Editing, Writing, and Media) with a Minor in Communications

**Year:** Junior

**GPA:** 3.6

### Profile Overview

Layla loves storytelling, culture, and research. She chose her major because she's a strong communicator, but now that junior year is hitting, the "What are you going to do with that?" question from family is starting to sting. She is involved in a few RSOs (Registered Student Organizations) and has a great eye for design, but her career path feels like a "choose your own adventure" book where the pages are blank.

- **Skills Inventory:**
  - **Technical:** Adobe Creative Cloud (InDesign/Photoshop basics), Social Media Analytics, Content Management Systems (WordPress), AP Style writing.
  - **Soft Skills:** Emotional intelligence, critical thinking, adaptability, synthesis of complex information, storytelling.
- **Career Interests/Goals:** She's considering anything from Book Publishing and PR to HR or Nonprofit Management. She's "casting a wide net," which is making her more anxious.
- **Current Resume Quality:**
  - Her resume looks "pretty" (maybe a Canva template), but it's light on data. It lists her part-time job at a local Tallahassee cafe and her club involvement but doesn't clearly signal a professional "brand."
- **Application Tracking Method:**
  - **Symplcity / NoleNetwork.** She uses NoleNetwork because it feels "safe," but she hasn't branched out to cold-outreach or industry-specific boards like *Idealist* or *Mediabistro*.
- **Pain Points:**
  - **The "Experience" Paradox:** Every "entry-level" job she finds asks for 2-3 years of specific experience she doesn't have.
  - **Value Translation:** She doesn't know how to explain that her ability to analyze 19th-century literature makes her a great market researcher or corporate communications specialist.
  - **Decision Paralysis:** Because she *could* do ten different things, she ends up doing nothing because she's afraid of picking the "wrong" path.

## Persona 4

**Name:** Henry

**Major:** Information Technology (IT)

**Year:** Senior

**GPA:** 3.2

### Profile Overview

Henry is doing everything he was "told" to do: applying early and applying often. However, his 100+ applications have resulted in 90 ghostings and 10 automated rejection emails. He is starting to believe the "system is rigged" or that his resume is being swallowed by a black hole (the ATS).

- **Skills Inventory:**
  - **Technical:** SQL, Network Security basics, Java, Troubleshooting, Help Desk Support.
  - **Soft Skills:** Persistence, resilience, ability to follow instructions, basic documentation.
- **Career Interests/Goals:** He wants a Junior Systems Administrator or IT Support role. He's not picky about the industry, he just wants his foot in the door.
- **Current Resume Quality:**
  - His resume is technically "correct" but static. He uses the exact same PDF for all 100+ applications. It isn't keyword-optimized, so it likely fails the Applicant Tracking System (ATS) filters before a human ever sees it.
- **Application Tracking Method:**
  - **None / Chaotic.** At first, he tried to keep track, but after application #40, he stopped. Now he just searches his email inbox for keywords when he gets a notification.
- **Pain Points:**
  - **Application Fatigue:** He is physically and mentally exhausted by the "Apply" button.
  - **The "Black Hole" Effect:** He receives no feedback, so he doesn't know *why* he's being rejected—is it his GPA? His lack of projects? His resume format?
  - **Generic Branding:** By trying to be "qualified for everything," he has made himself "memorable for nothing."

## Persona 5

**Name:** Nick

**Major:** Hospitality & Tourism Management (Dedman College)

**Year:** Sophomore

**GPA:** 3.1

### Profile Overview

Nick isn't the highest-ranking student in his class academically, but he is the "Mayor" of the FSU Student Union. He landed a prestigious Summer 2026 internship with a major hotel group in Orlando because he struck up a conversation with an FSU Alumnus at the Seminole 100 dinner. While his peers are still applying, Nick is already "in"—but now he's realizing he's a bit underprepared for the actual workplace.

- **Skills Inventory:**
  - **Technical:** Basic POS (Point of Sale) systems, Microsoft Office Suite, Social Media Marketing.
  - **Soft Skills:** **High-level networking**, charisma, verbal communication, relationship management, "reading the room."
- **Career Interests/Goals:** He wants to go into Luxury Hotel Management or Event Production. He has the "big picture" goal but is fuzzy on the day-to-day details.
- **Current Resume Quality:** It's decent, but it didn't actually "get" him the job—the connection did. It's a bit light on professional experience and heavy on campus involvement (Fraternity leadership, Intramural sports).
- **Application Tracking Method: None.** Since he "found" his role through a direct connection and a few follow-up emails, he never felt the need to use a formal tracker.
- **Pain Points:**
  - **The "Fraud" Factor:** He's worried that he only got the job because of who he knows, not what he knows.
  - **Workplace Readiness:** He has never worked in a corporate environment and is nervous about "Office Etiquette" and professional email chains.
  - **Logistical Overload:** He has the offer, but he doesn't know how to handle the housing search in a new city or how to "onboard" himself effectively.

## Persona 6

**Name:** Ishaan

**Major:** Computer Science

**Year:** Master's Student (1st Year)

**GPA:** 3.9

### Profile Overview

Ishaan is an academic standout who moved from Hyderabad to Tallahassee for his Master's. He is exceptionally skilled but carries the weight of a high-pressure deadline: he must secure an internship that qualifies for CPT to gain experience, or face a difficult job market post-graduation without U.S. work history. He is often stressed about the "Cap Gap" and whether an employer will be willing to deal with the "paperwork" of a STEM OPT extension.

- **Skills Inventory:**
  - **Technical:** C++, Java, AWS Cloud Practitioner certified, Machine Learning (PyTorch/TensorFlow),  $O(n \log n)$  algorithm optimization.
  - **Soft Skills:** Multilingualism, cross-cultural collaboration, extreme adaptability, high resilience.
- **Career Interests/Goals:** He is seeking a Software Engineering or Data Science role at a mid-to-large cap tech company that is known for sponsoring H-1B visas (e.g., Google, Amazon, or specialized fintech firms).
- **Current Resume Quality:**
  - His resume is a masterclass in technical jargon, but he isn't sure how to handle the "Work Authorization" question. Should he put it at the top? Should he wait for the interview?
- **Application Tracking Method:**
  - **Excel + Calendar Alerts.** He is meticulous. He tracks not just the applications, but the **visa sponsorship status** of every company he applies to (using resources like *MyVisaJobs* or *GoinGlobal*).
- **Pain Points:**
  - **Sponsorship Stigma:** He often gets auto-rejected the moment he clicks "Yes" to "Will you now or in the future require sponsorship?"
  - **Timeline Anxiety:** He has to coordinate his job offer with FSU's CGE deadlines to ensure his I-20 is updated in time to start work.
  - **The "Experience" Gap:** He has great projects but no "U.S. Corporate" experience, which he feels puts him at a disadvantage compared to domestic students.

## Persona 7

**Name:** Fernanda

**Major:** Criminology & Psychology (Double Major)

**Year:** Junior

**GPA:** 3.7

### Profile Overview

Fernanda is incredibly hardworking, often balancing a full course load with a part-time job at **Suwannee Dining Hall** to help cover her living expenses. She is the first in her family to navigate the U.S. professional landscape. While she is academically talented, she feels a "social capital gap"—she doesn't have a family friend to call for a referral or a parent who can proofread her cover letter.

- **Skills Inventory:**
  - **Technical:** Case study analysis, SPSS (Statistical Software), Research methodologies, Microsoft Office.
  - **Soft Skills: Resilience**, extreme resourcefulness, bilingual (Spanish/English), conflict resolution (from her customer service job), "grit."
- **Career Interests/Goals:** She wants to work in Federal Law Enforcement or Social Advocacy. However, she is wary of the "hidden costs" of these careers (e.g., unpaid internships or expensive certifications).
- **Current Resume Quality:**
  - It's professionally formatted thanks to a CARE workshop, but it heavily features her "work-to-survive" jobs (food service, retail). She doesn't realize that her 20 hours a week at the dining hall demonstrate more "employability" than many clubs.
- **Application Tracking Method:**
  - **None / Notebook.** She keeps a physical notebook of dates and deadlines. She's wary of complex digital trackers because she has limited time to "fiddle" with tools outside of her schoolwork and job.
- **Pain Points:**
  - **Networking Intimidation:** The word "networking" feels like "asking for favors," which goes against her independent "do it myself" mindset.
  - **Financial Barrier:** She cannot afford to take an unpaid internship, even if it's at her dream agency.
  - **Hidden Curriculum:** She feels like there is a "secret language" to corporate/government hiring (e.g., how to follow up, what to wear, how to negotiate) that she hasn't been taught.

## Persona 8

**Name:** Noah

**Major:** Cybersecurity (Undergraduate)

**Year:** Junior (Transfer/Returning Student)

**GPA:** 3.5

**Age:** 29

### Profile Overview

Noah spent six years in the hospitality and restaurant management industry before realizing he wanted more stability and a higher technical challenge. He's now a "Junior" at FSU, but he has a decade of "real world" experience. He feels a bit out of place sitting in lectures with 19-year-olds, and he's terrified that recruiters will see his age or his previous experience as a lack of focus rather than a strength.

- **Skills Inventory:**
  - **Technical:** Network+ Certification (completed independently), Python, Linux/Unix, Wireshark, Risk Assessment.
  - **Soft Skills: Crisis management,** team leadership (managed a staff of 15), operational budgeting, high-stakes decision making, conflict de-escalation.
- **Career Interests/Goals:** He wants to work in a Security Operations Center (SOC) or as a Junior Pen-Tester. He is looking for a "career," not just an "internship."
- **Current Resume Quality:**
  - It looks like two different people's lives. The top half is technical projects; the bottom half is a decade of restaurant management. He doesn't know how to merge them without making the resume two pages long (which he was told is a "no-no").
- **Application Tracking Method:**
  - **Excel.** He treats his job search like a business operation. He tracks dates, platform used, and the specific version of the resume sent.
- **Pain Points:**
  - **Ageism/Culture Fit:** He worries he won't fit into the "work hard, play hard" culture of entry-level tech startups.
  - **The "Overqualified/Underqualified" Trap:** He's overqualified for "student" roles in terms of life experience, but underqualified for "senior" roles in terms of technical years.
  - **Narrative Control:** He struggles to explain *why* he left a stable career to start over in a 30-second elevator pitch.