



# Store Associate

Hannah McCoy

F, 23

from Boston, MA

## Background

### Education

Some college

### Roles

Sales Associate, Shift  
Manager

### Devices

iPhone, Macbook

### Favorite sites, apps

Inc, Medium, Instagram

### Retailers

Urban Outfitters, Ulta , Zara

### Social Media Activity



### Digital Confidence



## Motivations

- Wants to make career in related field
- Gain experience and knowledge
- Earn extra money while taking classes or internship
- Wants to consume the latest news and releases

## Needs and Expectations

- Needs to be able to work around her school/school activities.
- Learn and increase responsibility
- See big picture of markets or relevant news

“Working at the store helps me keep up with new style trends.”