



**NAME** Sarah

**AGE** 26

**GENDER** Female

**OCCUPATION** Master Psychology Student/part time communication specialist

**STATUS** it's complicated

**LOCATION** Amsterdam, The Netherlands

**“Humble as ever, but aware of my value”**

### **BIO**

Sarah is a 26 year old Student who is almost done with her student life and is all about becoming an official adult who is ready for the working life. The one thing that is missing in her seemingly perfect life with a house in Amsterdam and a dog, is a steady relationship. Nevertheless, she is a feminist and believes she doesn't need a man in her life to be happy. Instead, she is focusing on her work as a parttime communication specialist at a small company, where she works three days a week. A typical day consists of a zumba class followed by a healthy breakfast (vegan only!), then work or studying and in the evening she meets up with friends or her daily tinder date, her night she spends with her dog at home.

### **PERSONALITY TRAITS**

- Friendly
- Smarter than she pretends she is
- Caring
- creative
- introvert, not very keen on nature and going out, but still easily makes new friends
- sometimes bossy
- motivated
- feminist

### **Issues and concerns/motivations**

- Searching for a fulltime job after she finishes her Masters degree is difficult, she still doesn't know what she wants
- struggling to pay rent for her expensive apartment in Amsterdam, and is looking for something cheaper
- has difficulty combining work, studying and keeping social contact in her busy scheduled life
- wants to be a strong independent woman who makes her own money
- motivated to do well, business-wise
- feels lonely sometimes, dating - life is hard and is looking for something more stable
- wants to become better and yoga, and maybe start pilates
- wants to get more into reading
- want to create her own kombucha line and sell them

### **Hobbies and interests:**

- loves shopping
- does wine tasting with friends
- loves gossiping
- does zumba at her local gym
- occasionally goes for yoga
- was in a sorority
- Is a foodie, eats completely vegan, but when she's drunk, she will eat chicken nuggets
- runs her own health and food instagram account
- spends her saturday mornings on pinterests looking for kombucha recipies
- has a sneaker addiction
- wants to live a healthy life style with no alcohol, so smokes weed instead
- listens to techno and house, and pop
- loves netflix and binge watching Love Island
- Has watched Gossip Girl 5 times now
- Owns a dog called Joep
- Has loads of plants, but they all die within two weeks

### **Social environment:**

- has lots of friends all over the country, some still from highschool and some from her time in her sorority.
- sometimes feels lonely in Amsterdam, because her friendships there are only superficial
- uses tinder for dates and recently found a potential boyfriend, but it's complicated
- has a good relationship with her coworkers