

CUSTOMER AVATAR

Name: Yvan Mirinda

Email:
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com

Demographics

Age: 24 years

Sex: Male

Location: 8132 Winchester Court Bronx, NY 11578

Education Level: Graduate

Occupation: Freelance photographer

Annual Income Level: \$ 38,000

Marital Status: Single

Language: English

Number of Family Members: 4

Background

Yvan Mirinda is a young man who just recently graduated from college. He had some work experience while in college as he worked two jobs for his upkeep. He got an internship offer at a sales company after college where he worked for eight months, then resigned since feels that he does not fit in the world of employment. He has currently picked up his hobby in photography and aims to make a career out of in video marketing. He shares his pictures and tutorials on photography through his social media accounts with the aim of increasing his influence and open himself to marketing opportunities sponsored by photography and film equipment companies.

Goals

1. To create an impactful social media presence.
2. To pursue a profitable career using video marketing
3. To engage in work that is best suited for him
4. To enhance his skill in photography and film.
5. To provide more knowledge to the public on the skill of photography through video.

Challenges

1. Costly to buy all the necessary equipment in the beginning
2. High competition in the field of video marketing and YouTube
3. Growing awareness in the public on video marketing and thus resistance to known video marketers
4. Requirement of a long time to build up a social media presence that may be considered influential
5. Difficult to know who to trust when learning how to master YouTube.

Sources of Information

Books or magazines: The photographer's eye, Studio anywhere: a photographers guide to shooting in unconventional locations.

Blogs or websites: blog.kenkaminesky.com, richardbernabe.com, wave.video/blog/, wistia.com/learn

Gurus: Chase Jarvis, Joe McNally, Nick Nimmin, Derral Eves

Others: Miles Beckler channel.

