

Personas

Personas are developed and updated on a rolling basis.

Check dates on title slides for the most recent update date.



Our Persona Building Process

- 1. Collect owned data** *(Slate, GA4, Ad Platforms, etc.)*
- 2. Gather insights from the enrollment team**
- 3. Determine larger audience**
- 4. Segment audience**
 - *Make segment hypotheses based on notes*
 - *Use research to validate hypotheses and select best fit segments*
 - *Look for the largest, most well defined, and most viable segments*
- 5. Conduct additional research on selected segments**
 - *Demographics, psychographics, behaviors, etc.*
- 6. Draw conclusions based on research**
 - *Derive insights from data and validate conclusions with additional research.*
- 7. Develop final personas**

Digital Marketing Certificate Personas

Personas last updated on 4.11.25



PRIMARY PERSONA

DIGITAL MARKETING

Nadia: Next-Level Seeker

Wants to upskill and earn a credential that will help her land a better job and take her career to the next level.

- May experience an early midlife or even “quarter life” crisis. May feel like they are behind in life.
- Is unhappy with current job and is conducting a passive job search to keep an eye out for new roles.
- Has conducted an unsuccessful job search recently or has struggled to find jobs that she both wants and is competitive for.
- Is somewhat worried about AI but not very. Is aware of dangers. Has begun dabbling in ChatGPT.

Age Range: Early 30s - Mid 40s (Millennial)

Gender: Female

Education: Bachelors Degree

Marital Status: Likely Married w/ Young Children

Location: Mid-Atlantic (VA to NY)

Location Type: Suburban

Job Function: Currently works in marketing

Annual Income: \$70,000 - \$90,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Progress career by securing a better and higher paying role in marketing.

Secondary goals: Become more competitive in the job market. Learn a specific niche skill or strategy they're missing. Catch up on current best practices.

What's getting in the way: The job market is tougher and more competitive. The cost of living is up while salary growth has stagnated, making competition for higher paying jobs greater. Recent layoffs in major industries like tech and advertising have also increased competition. Plus, the growing use of AI has reduced the need for some positions.

External pressures: Family responsibilities reduce time available to commit to education. Poor work/life balance, a tough economy, and rampant tech use have increased anxiety and stress, often leading to bouts of burnout.

Most important factors when evaluating their education options: Flexibility and price are key. They to be able to fit this into their busy lives and is unlikely to pay more than their company will cover.

Who is involved in the decision making process: Work is paying, but the time commitment will be a family decision made with their life partner.

Concerned about: Logistics, stress, and high cost.

Excited for: Filling knowledge gaps. Being associated with the [redacted] brand.

PRIMARY PERSONA

DIGITAL MARKETING

Next-Level Seeker

Nadia Bennett, 36
Senior Copywriter
Washington, D.C.

→ Moved to the suburbs after having kids.

→ Currently works in marketing.

→ Has a bachelors degree.

Motivations

Nadia is striving for a better life but feels trapped by current economic and life pressures, including significant debt, low wages, high cost of living, family-related responsibilities, a stressful work life, and a highly competitive job market. She is optimistic about her future, but sees a long road ahead of her and is looking for something that can help her get where she wants to be.

Values

Nadia is ambitious and is working towards her ideal of career success. Her definition of success is not just a fancier job title and a higher salary, but also achieving work/life balance. If she can't spend time with her family, avoid burnout, take care of her health, and invest in her most important relationships, then she wouldn't say that she has truly achieved success.

Mindset/Traits



Indebted Savers:

Financial goals are focused around saving for future investments and paying off significant debt.



Job Hopper:

Will be looking to switch jobs frequently (1-2 years) as a more reliable means of climbing the ladder.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Purpose Driven:

Prefers purpose driven brands. Often supports DEI and/or environmentally conscious brands.



Experience Seeker:

Seeks out and appreciates experiences. Will share experiences they've enjoyed with others.



Work/Life Balancer:

Sees success in life as not only achieving career status but also work/life balance. Desires flexibility.



Craving Mentorship:

Values personal development and opportunities to work with mentors more heavily than others.



Stays Digital:

Prefers digital customer service and doing their own research over being helped by someone.

Industries

Real Estate
Fitness & Wellness
Nonprofits

Healthcare
Education
Retail

Consumer Goods
Corporate Services
Construction

Recreation & Travel
Media & Comm.
Finance

Software Services
Public Relations
Advertising

Job Titles

Marketing Specialist
Marketing Manager
Content Mktg. Mngr.

Copywriter
SEO Specialist
Social Media Mngr.

Comm. Specialist
Email Mktg. Mngr.
Account Manager

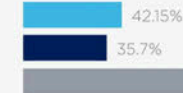
Media Buyer
Creative Strategist
Art Director

Account Executive
Paid Media Manager
Marketing Analyst

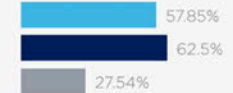
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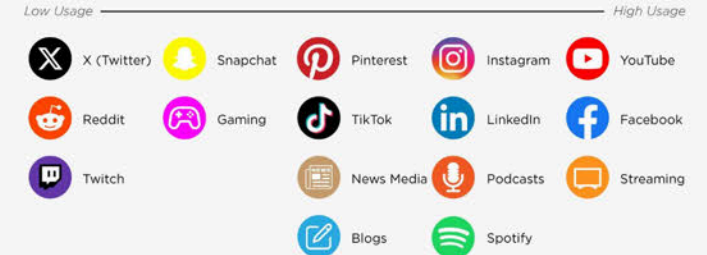
Desktop



Mobile



Persona
Average
CPS Site



Influencer Types

Beauty/Skincare
Fashion
Food

Travel
Lifestyle
Health/Wellness

Family/Parenting
Politics/Social
Fitness

Podcast Topics

True Crime
Interviews
News

Comedy
Health/Wellness
Dating/Relationships

Self-Improvement
Celebrity/Gossip
Parenting/Family

Search History

Job hunting tips
Marketing jobs
Resume tips

Cover letter tips
Networking tips
Career advice

Free mktg. certs
Company reviews
Job salaries

Effective Advertising

Visual Platforms
Shortform Video
Highlight Experience

Influencers
Testimonials
Reviews

Native Ads
Authenticity
Transparency

Human Resources Certificate Personas

Personas last updated on 4.7.25

PRIMARY PERSONA 1

HUMAN RESOURCES

Works in HR (or an adjacent role) and wants to advance her career, but is limited by a lack of formal HR education.

- *Her current role is beginning to feel stale.*
- *She's interested in trying out other kinds of HR roles and possibly exploring HR roles in other industries.*
- *She's good at her job but feels insecure about her lack of HR education. She sometimes feels imposter syndrome.*
- *She's comfortable (enough) in her current role and would rather stay out of a tumultuous job market.*

Age Range: Early 30s - Mid 40s (Millennial)

Gender: Female

Education: Bachelors Degree (Not in HR)

Marital Status: Likely Married w/ Young Children

Location: Major Metros w/ Corporate HQs

Location Type: Suburban

Job Function: Human Resources (Various)

Annual Income: \$60,000 - \$80,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Legitimize HR experience with education.

Secondary goals: Move into a more respected and strategically important role. Secure a promotion in her current company or a higher paying role somewhere else. Fight off imposter syndrome.

What's getting in the way: The HR job market has been struggling for years and is showing signs of turning around, but higher-level positions are still scarce, and salaries remain low. A lack of formal HR education has put a ceiling on the roles she can compete for.

External pressures: Family responsibilities reduce time available to commit to education. HR can be a hard career, especially with a struggling economy, difficult job market, and rapidly changing HR priorities.

Most important factors when evaluating their education options: Flexibility and price are key. This persona needs to be able to fit this into their busy lives and is not willing to pay more than their company will cover.

Who is involved in the decision making process: Work is paying, but the time commitment will be a family decision made with their life partner.

Concerned about: Logistics, stress, and high cost.

Excited for: Filling knowledge gaps. Being associated with the [redacted] brand.

**Betty:
Growth
Blocked**

PRIMARY PERSONA 1

HUMAN RESOURCES

Growth Blocked

Betty Harris, 36
HR Specialist
Washington, D.C.

→ Moved to the suburbs after having kids.

→ Works in a lower-level HR role.

→ Has a bachelors degree.

Motivations

Betty didn't know what she wanted to do after college and tried a few different things out before landing in an HR role. She feels like she's found her career, but she's been in her current role for a while now and is struggling to move up in her company or find other HR roles since she doesn't have a formal HR education. She's fine for now but wants to start preparing for the next phase of her career.

Values

Betty has found a direction for her career and wants to invest in it. She doesn't necessarily like what she does in her current role, but she'd prefer to stay out of the chaotic job market she's seeing. That being said, she's ultimately ready to grow or go. Securing a role where she does more meaningful work and can make more money is important to her.

Mindset/Traits



Indebted Savers:

Financial goals are focused around saving for future investments and paying off significant debt.



Highly Relational:

Highly values relationships and will find more value in a one to one, high-touch customer experience.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Purpose Driven:

Prefers purpose driven brands. Often supports DEI and/or environmentally conscious brands.



Experience Seeker:

Seeks out and appreciates experiences. Will share experiences they've enjoyed with others.



Work/Life Balancer:

Sees success in life as not only achieving career status but also work/life balance. Desires flexibility.



Craving Mentorship:

Values personal development and opportunities to work with mentors more heavily than others.



Career Explorer:

Is interested in learning more about the different roles and industries they could work in.

Industries

Technology
Non-Profits
Government

Healthcare
Education
Insurance

Business Services
Consulting
Recruiting

Hospitality/Travel
Manufacturing
Construction

E-Commerce
Agriculture
Logistics

Job Titles

Recruitment Spcl.
Talent Acqs. Spcl.
Office Manager

People Ops. Assoc.
Employee Exp. Coord.
Exec. Assistant

Benefits Coordinator
Training Coordinator
DEIB Coordinator

Payroll Specialist
Employee Rel. Asst.
HR Admin Assistant

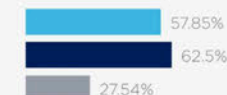
Program Coord.
Business Ops. Assoc.
Operations Asst.

Media Usage

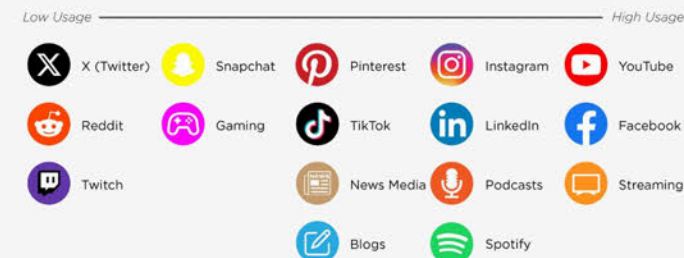
Desktop



Mobile



● Persona
● Average
● CPS Site



Influencer Types

Beauty/Skincare
Fashion
Food

Travel
Lifestyle
Health/Wellness

Family/Parenting
Politics/Social
Fitness

Podcast Topics

True Crime
Interviews
News

Comedy
Health/Wellness
Dating/Relationships

Self-Improvement
Celebrity/Gossip
Parenting/Family

Search History

Job hunting tips
Company reviews
Career advice

HR roles
HR careers
HR best practices

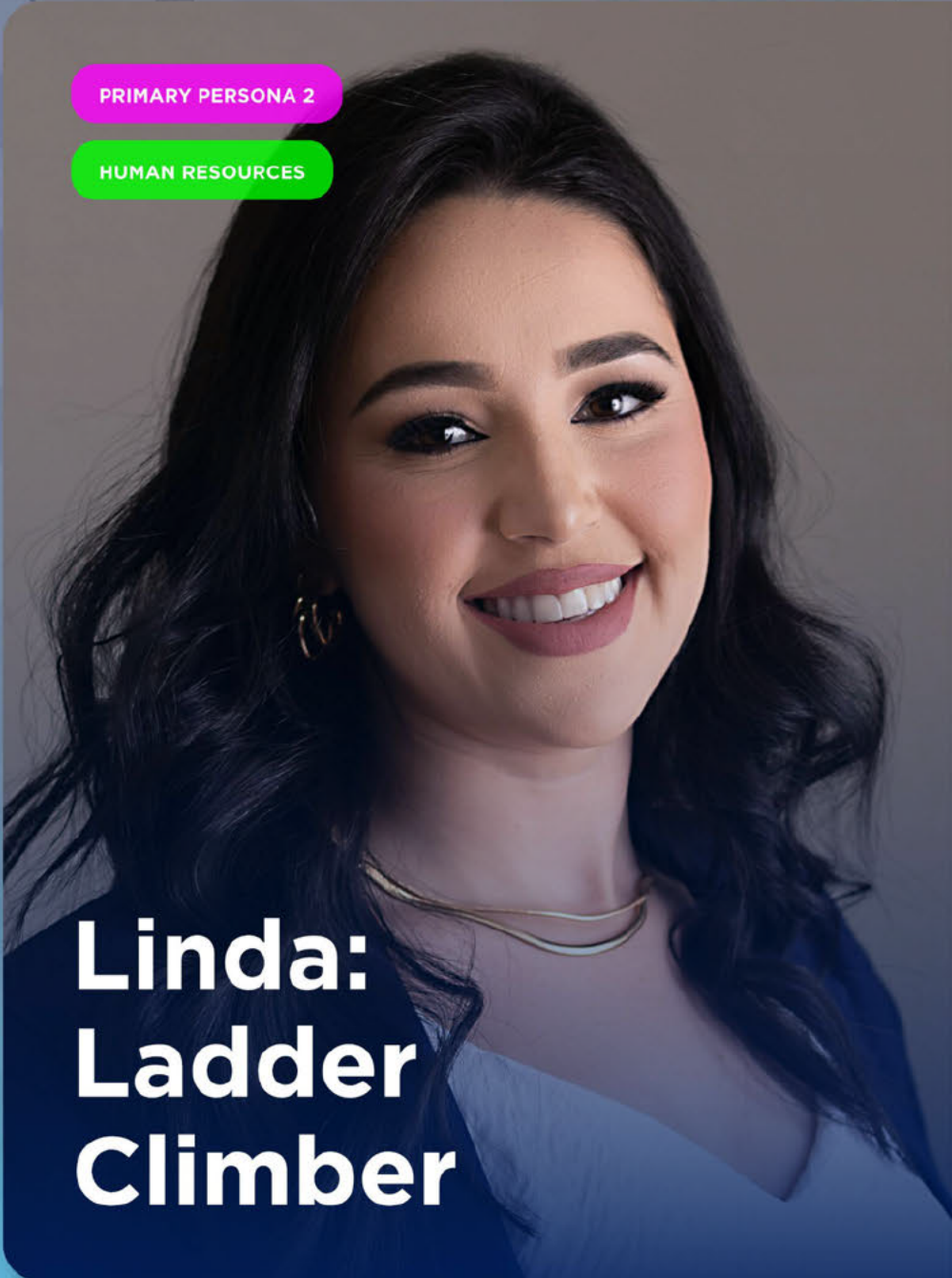
HR certifications
HR education
HR salaries

Effective Advertising

Visual Platforms
Shortform Video
Highlight Experience

Influencers
Testimonials
Reviews

Native Ads
Authenticity
Transparency



PRIMARY PERSONA 2

HUMAN RESOURCES

Linda: Ladder Climber

Linda is ambitious and believes that a SHRM certification will open up new opportunities for her.

- Is aware of free and cheap options.
- Likes the idea of live lectures, being able to ask questions, and having a higher-touch learning experience.
- Is familiar with the [REDACTED] University brand and wants to be associated with it.
- Keeps up with HR news, trends, and best practices by following HR thought leaders and business media.

Age Range: Late 20s - Mid 40s (Mostly Millennials)

Gender: Female

Education: Bachelor's Degree, Some Masters (In HR)

Marital Status: Some Married, Some w/ Kids

Location: Near [REDACTED] (PA, NJ, NY)

Location Type: Urban + Suburban

Job Function: Human Resources (Management)

Annual Income: \$80,000 - \$120,000

Available to Invest: \$1,800 (Out of Pocket)

Ideal Goal Timeline: Within the next 6 months.

Primary Goal: Secure SHRM Certification.

Secondary goals: Move into a higher-level role. Secure a promotion in her current company or a higher paying role somewhere else. Become more competitive in the job market.

What's getting in the way: The HR job market has been struggling for years and is showing signs of turning around, but higher-level positions are still scarce, and salaries remain low.

External pressures: HR can be a hard career, especially with a struggling economy, difficult job market, and rapidly changing HR priorities. For those with families, those responsibilities can reduce time available to commit to education.

Most important factors when evaluating their education options: Price and payment options are the most important factor. They will likely be paying for this class out of pocket and will want flexible payment options.

Who is involved in the decision making process: This decision will be made with their life partners if they are married or in a long-term relationship.

Concerned about: Logistics, payment options, and high cost vs. value of prep course.

Excited for: Live lectures and the opportunity to ask questions. Being associated with the [REDACTED] brand.

PRIMARY PERSONA 2

HUMAN RESOURCES

Ladder Climber

Linda Alvarez, 32
HR Manager
Philadelphia, PA

→ Is familiar with [redacted] city.

→ Works in a mid-management HR role.

→ Has a formal HR education.

Motivations

Linda is focused on building her HR career in a very competitive market. She wants to secure a role that has more responsibility, more opportunities, and ideally, a much larger salary. She's already got a formal education in HR and her resume has her poised for growth, but she feels like a SHRM certification will give her the edge she needs to compete for new opportunities.

Values

Linda loves working in HR. She has a true passion and intellectual interest in what she does. She follows HR thought leaders, is on HR newsletters, and reads HR blogs. She wants to go far in her HR career and has a rough idea of where she wants things to go. She often seeks opportunities for career growth and personal development. Career success and personal growth are priorities for her.

Mindset/Traits



Job Hopper:

Will be looking to switch jobs frequently (1-2 years) as a more reliable means of climbing the ladder.



Highly Relational:

Highly values relationships and will find more value in a one to one, high-touch customer experience.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Purpose Driven:

Prefers purpose driven brands. Often supports DEI and/or environmentally conscious brands.



Experience Seeker:

Seeks out and appreciates experiences. Will share experiences they've enjoyed with others.



Thorough Researchers:

They heavily consider purchases and will read everything they can find before buying something.



Craving Mentorship:

Values personal development and opportunities to work with mentors more heavily than others.



Love for Learning:

This person is more likely to seek out learning opportunities and appreciate informative content.

Industries

Technology
Non-Profits
Government

Healthcare
Education
Insurance

Business Services
Consulting
Recruiting

Hospitality/Travel
Manufacturing
Construction

E-Commerce
Agriculture
Logistics

Job Titles

HR Manager
People Ops. Mngr.
Talent Aquis. Mngr.

Employee Rel. Mngr.
HR Business Partner
People Exp. Mngr.

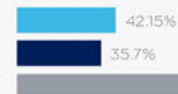
Comp. & Ben. Mngr.
HR Comp. Mngr.
People Anlyt. Mngr.

HR Programs Mngr.
Workforce Planner
HR Ops Manager

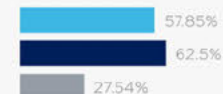
Org. Dev. Manager
Emp. Wellness Mngr.
Talent Dev. Manager

Media Usage

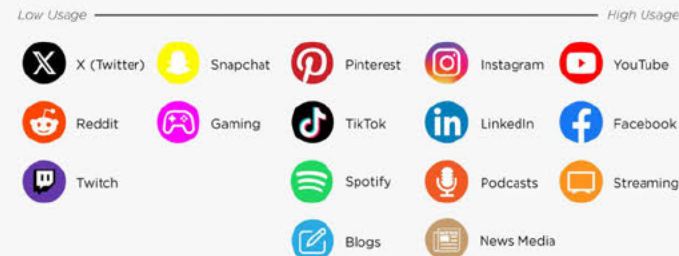
Desktop



Mobile



Persona
Average
CPS Site



Influencer Types

Beauty/Skincare
Fashion
Food

Travel
Lifestyle
Health/Wellness

Family/Parenting
Politics/Social
Fitness

Podcast Topics

True Crime
Interviews
News

Comedy
Health/Wellness
Dating/Relationships

Business/HR
Self-Improvement
Parenting/Family

Search History

HR job openings
Company reviews
Career advice

Political news
Business news
HR Strategy

SHRM certification
SHRM training
SHRM classes

Effective Advertising

Visual Platforms
Shortform Video
Highlight Experience

Influencers
Testimonials
Reviews

Native Ads
Authenticity
Transparency

Leadership Certificate Personas

Personas last updated on 4.16.25

PRIMARY PERSONA

LEADERSHIP

Steve is looking for a way to stand out in a large, widely dispersed organization with many employees.

- Likes the idea of live lectures and being able to ask their professor questions.
- Is familiar with the [REDACTED] University brand and wants to be associated with it.
- May be inspired by a positive experience with a current and/or past manager or leader. May have been referred to [REDACTED]
- Is worried about the economy and the job market. Wants to become more competitive.

Age Range: Late 20s - 50s (Early Gen Z to Gen X)

Gender: Male

Education: Bachelors Degree

Marital Status: Some married, some with kids

Location: Near [REDACTED] (PA, NJ, NY)

Location Type: Urban + Suburban

Job Function: Business Administration or Sales

Annual Income: \$60,000 - \$100,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Progress career by securing a better and higher paying role.

Secondary goals: Advance their careers. Move into a higher-level role. Secure a promotion in their current company or a higher paying role somewhere else. Become more competitive in the job market. Prepare for a role where they will lead others.

What's getting in the way: They work in a large, dispersed organization where there are many people vying for the same roles internally. Externally, on the job market, there is also significant competition. Some may lack the leadership experience needed to move up.

External pressures: Difficult economy. Higher cost of living combined with wage stagnation has created upward pressure on salary needs. For those with families, family responsibilities can reduce time available to commit to education.

Most important factors when evaluating their education options: Cost, time commitment, and value of the certification.

Who is involved in the decision making process: This decision will likely require a manager's sign-off and submitting a formal proposal. They may also need to consult with a life partner.

Concerned about: Time commitment and value.

Excited for: Live lectures. The [REDACTED] brand.

Steve: Stand Out

PRIMARY PERSONA

LEADERSHIP

Stand Out

Steven Smith, 40
Sales Manager
King of Prussia, PA

- Is familiar with [REDACTED]
- Works in lower or middle management.
- Has a bachelors degree.

Motivations

Steve feels like a small piece of a larger machine and he's struggling to stand out. He believes he can make it to the next level and wants to start working towards a promotion or a higher-level role somewhere else. He wants to be a better leader and make decisions that have a larger impact on his work instead of just taking direction. He's also interested in the salary bump that comes with that.

Values

Steve hasn't reached the level he would have liked to at this stage of his career, but he believes in his ability to get there. He also believes in charting his own course instead of going with the flow. He's ambitious and particularly focused on his career right now. He values things like titles, respect, and prestige and will seek them out.

Mindset/Traits



Indebted Savers:

Financial goals are focused around saving for future investments and paying off significant debt.



Ladder Climber:

Their career path has a clear trajectory within their current org and in similar orgs. They're focused on the next step.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Self-Improving:

Consumes a lot of self-improvement and motivational content. Usually has at least one personal growth goal.



Experience Seeker:

Seeks out and appreciates experiences. Will share experiences they've enjoyed with others.



Competitive Mindset:

They work in a large organization where different teams and individuals are in constant competition with each other.



Expert Follower:

Respects and listens to experts. Especially when their expertise is related to some aspect of their own identity.



Stays Digital:

Prefers digital customer service and doing their own research over being helped by someone.

Industries

Retail
Energy
Finance

Entertainment
Food & Beverage
Non-Profits

Government
Transportation
Healthcare

Insurance
Facilities Mgmt
Logistics

Construction
Manufacturing
Hospitality

Job Titles

Supervisor
Associate
Coordinator

Assistant Manager
Shift Leader
Team Lead

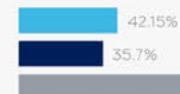
Floor Manager
Store Manager
Regional Manager

Territory Manager
General Manager
Operations Manager

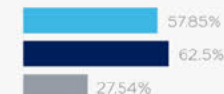
Unit Manager
Sales Manager
Account Manager

Media Usage

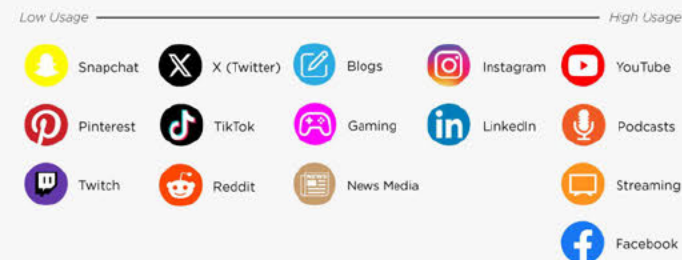
Desktop



Mobile



Persona
Average
CPS Site



Influencer Types

Sports/Athletes
Comedy/Humor
Food/Cooking

Business/Entrep.
Travel/Lifestyle
Fitness/Health

Personal Finance
Politics/Social
Gaming/Tech

Podcast Topics

Sports
News/Politics
Interviews

Humor
Health/Wellness
Self-Improvement

Science
Business
History

Search History

Career advice
Resume advice
Leadership training

Mgmt. training
Management advice
Manager salaries

Company reviews
Promotion advice
Leadership certs.

Effective Advertising

Shortform Video
Simple Messaging
Logical Appeals

Facts and Stats
Informational
Testimonials

Transparency
Reviews
Humor

Project Management Certificate Personas

Personas last updated on 4.24.25

PRIMARY PERSONA

PROJECT MANAGEMENT

Has been in their current project management role for a while now and is ready to shake things up.

- Is ready to take on new challenges whether that be a new project, a new role, or even a new industry.
- Is familiar with the [REDACTED] University brand and wants to be associated with it.
- Likes that [REDACTED] University has an association with PMI. May be interested in taking the PMP exam at some point.
- Has education benefits that they can use and doesn't want them to go to waste.

Age Range: 30s - Mid 50s (Millennials to Gen X)

Gender: Male + Female

Education: Bachelors Degree

Marital Status: Likely married, likely has kids

Location: Near [REDACTED] (PA, NJ, NY)

Location Type: Suburban

Job Function: Project Management

Annual Income: \$70,000 - \$120,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Progress career by securing a new role in project management.

Secondary goals: Work on new projects. Move into a higher-level role. Secure a promotion in their current company or a higher paying role somewhere else.

What's getting in the way: Current role may not be providing growth opportunities. A lack of resources can make it more difficult to have the kind of project success that will propel their career. The job market is growing but competition for leadership roles, growth opportunities, and more interesting projects is high. A lack of credentials to back up experience.

External pressures: Difficult economy. Higher cost of living combined with wage stagnation has created upward pressure on salary needs. For those with families, family responsibilities can reduce time available to commit to education.

Most important factors when evaluating their education options: Time commitment, course content, and value of the certification.

Who is involved in the decision making process: This decision will likely require a manager's sign-off and submitting a formal proposal. They may also need to consult with a life partner.

Concerned about: Time commitment and value.

Excited for: The [REDACTED] brand. PMI association.

Sam:
Career
Shaker

PRIMARY PERSONA

PROJECT MANAGEMENT

Career Shaker

Sam Whitman, 38
Project Manager
Rahway, NJ

- Is familiar with [REDACTED]
- Currently works in project management.
- Has a bachelors degree.

Motivations

Sam has been in the same role for a while now and wants to shake things up. They're ready for new challenges and could see themselves in a higher-level role with a larger salary. They believe a new credential will help them fill in their knowledge gaps and give them the edge they need to secure their next role, especially if that role happens to be in an industry they haven't worked in before.

Values

Sam is a natural planner and organizer. They pride themselves on being able to get things done. Sam craves variety and working on lots of different projects at once is part of what attracted them to project management in the first place. They are not scared to switch industries so long as their project management skills still apply. At this stage of their career, they're ready for more responsibility and a higher salary.

Mindset/Traits



Highly Relational:

Highly values relationships and will find more value in a one to one, high-touch customer experience.



Organized Planner:

Highly conscientious individuals who enjoy setting schedules, tracking progress, and checking off to-do lists.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Job Hopper:

Will be looking to switch jobs frequently (1-2 years) as a more reliable means of climbing the ladder.



Experience Seeker:

Seeks out and appreciates experiences. Will share experiences they've enjoyed with others.



Variety Lover:

Loves variety in work and life. Is happy when they are exposed to something new and enjoys multitasking.



Thorough Researcher:

They heavily consider purchases and will read everything they can find before buying something.



Logical Thinker:

This person thinks and makes decisions in a reasoned, logical manner. They prefer to rely on facts over feelings.

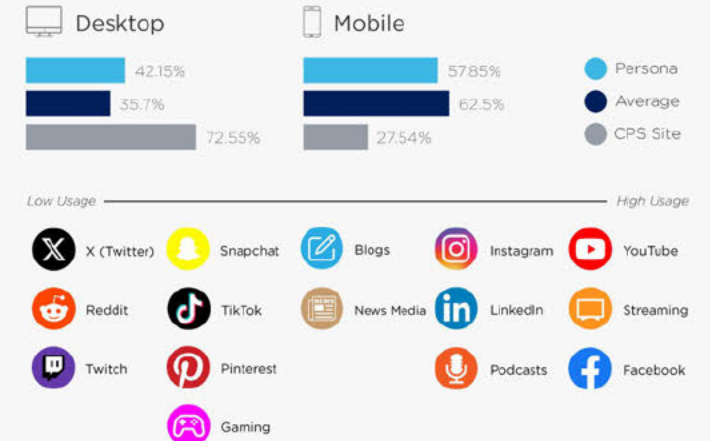
Industries

Tech	Marketing	Non-Profits	Healthcare	Architecture
Energy	Scientific Research	Government	Insurance	Construction
Finance	Pharmaceuticals	Transportation	Engineering	Manufacturing

Job Titles

Project Manager	Assistant PM	Product Manager	Product Coord.	Program Coord.
Jr. Project Manager	Associate PM	Jr. Product Manager	Portfolio Manager	Program Manager
Sr. Project Manager	Project Coordinator	Sr. Product Manager	Project Analyst	Pgrm. Mgmt. Officer

Media Usage



Influencer Types

Travel	Food/Cooking	Fitness/Health
Lifestyle	Business	Personal Finance
Comedy/Humor	Productivity	Politics/Social

Podcast Topics

Business	Humor	Project Management
News/Politics	Health/Wellness	Personal Finance
Interviews	Self-Improvement	Productivity

Search History

PM certification	Best PM certs.	Job hunting tips
PM training	PM role salaries	Company reviews
PMP certification	PM roles / openings	PM roles in other ind.

Effective Advertising

Visual Platforms	Logical Appeals	Transparency
Shortform Video	Facts and Stats	Testimonials
Simple Messaging	Informational	Reviews

Contract Management Certificate Personas

Personas last updated on 4.28.25



PRIMARY PERSONA 1

CONTRACT MANAGEMENT

Cameron: Contract Credentials

Knows that they'll need certifications to progress their career and stay competitive in the future.

- Works in the private sector but may manage gov. contracts, commercial contracts, or both.
- Likes that the certification coursework covers things like UCC, FAR, and CMBOK.
- Likes that the contract management certification coursework aligns with NCMA standards and can prepare them for NCMA certification.
- Sees certifications as the key to their future career growth and longevity.

Age Range: 40s - Mid 50s (Mostly Gen X)

Gender: Male + Female

Education: Bachelors Degree

Marital Status: Likely married, likely has kids

Location: Tristate Area (PA, NY, NJ) + Major Metros

Location Type: Suburban

Job Function: Contract Management

Annual Income: \$80,000 - \$120,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Progress career with a credential.

Secondary goals: Become more competitive on the job market. Prepare for a higher-level role in contract management. Fill in knowledge gaps. Secure a promotion in their current company or a higher paying role somewhere else.

What's getting in the way: The job market is shrinking due to automation and digital transformation of procurement, the outsourcing/offshoring of purchasing tasks, and organizational restructuring trends. There is a learning curve for new processes and tools being implemented in contract management. A lack of credentials to back up experience.

External pressures: Difficult economy. Competitive job market. Higher cost of living has created upward pressure on salary needs. For those with families, family responsibilities can reduce time available to commit to education.

Most important factors when evaluating their education options: Time commitment, course content, and value of the certification.

Who is involved in the decision making process: This decision will likely require a manager's sign-off and submitting a formal proposal. They may also need to consult with a life partner.

Concerned about: Timing, cost, and value.

Excited for: Course content. Live sessions.

PRIMARY PERSONA 1

CONTRACT MANAGEMENT

Contract Credentials

Cameron Quinn, 42
Contract Manager
Cherry Hill, NJ

→ Currently works in the private sector.

→ Works in contract management.

→ Has a bachelors degree.

Motivations

As Cameron's career progresses, certifications become more of a necessity. The contract management field is also changing. New tools, best practices, and policies require Cameron to learn new ways of doing things. At the same time, the job market is shrinking, causing competition for better roles to increase. Cameron wants to make sure that their career continues to thrive in this rapidly evolving context.

Values

Cameron takes pride in their work and is proud of their ability to negotiate and manage contracts effectively. They like to be recognized for their work and rewarded. Although they are well into their career, they remain ambitious and place a high value on career advancement and salary. Cameron also highly values their relationships inside and outside of work and would consider themselves a people person.

Mindset/Traits



Highly Relational:

Highly values relationships and will find more value in a one to one, high-touch customer experience.



Organized Planner:

Highly conscientious individuals who enjoy setting schedules, tracking progress, and checking off to-do lists.



Recognition Seeking:

Craves validation through praise and accolades. Takes pride in their abilities and likes to be noticed for them.



Heavily Influenced:

Purchases are heavily influenced by influencers, brand recognition, testimonials, and reviews.



Reputation Focused:

They strive to have a good reputation and prefer to work with those who have one. They prioritize trust and credibility.



Detail Oriented:

Will read the fine print and want to understand all of their options. Will ask lots of questions to ensure clarity.



Thorough Researcher:

They heavily consider purchases and will read everything they can find before buying something.



Logical Thinker:

This person thinks and makes decisions in a reasoned, logical manner. They prefer to rely on facts over feelings.

Industries

Tech
Media
Defense

Aerospace
IT / Cybersecurity
Construction

Healthcare
Education
Finance

Transportation
Energy/Utilities
Consulting

Engineering
Manufacturing
Telecommunications

Job Titles

Contract Manager
Contract Admin.
Contract Specialist

Contract Analyst
Sr. Contract Mngr.
Subcontract Mngr.

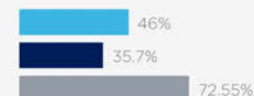
Procurement Mngr.
Contract Coord.
Supply Chain Mngr.

Compliance Mngr.
Procurement Officer
Purchasing Manager

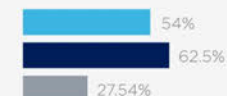
Procurement Spclt.
Vendor Manager
Operations Manager

Media Usage

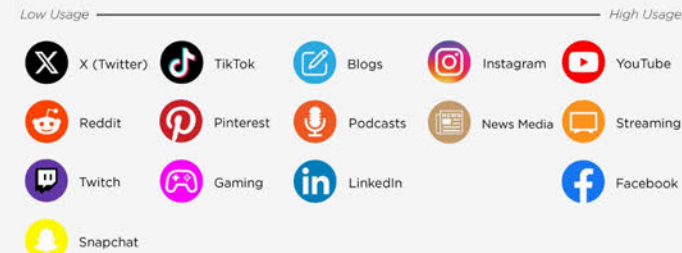
Desktop



Mobile



Persona
Average
CPS Site



Influencer Types

Travel
Lifestyle
Comedy/Humor

Food/Cooking
Business
Productivity

Fitness/Health
Personal Finance
Politics/Social

Podcast Topics

Business
News/Politics
Interviews

Humor
Health/Wellness
Self-Improvement

Project Management
Personal Finance
Productivity

Search History

CM certification
NCMA certification
Mgmt. certifications

CM jobs
Resume advice
CM career advice

CM frameworks
CM best practices
CM software

Effective Advertising

Visual Platforms
Shortform Video
Simple Messaging

Logical Appeals
Facts and Stats
Informational

Transparency
Testimonials
Reviews



PRIMARY PERSONA 2

CONTRACT MANAGEMENT

Greer: Government Contracts

The unpredictability of the government has them worried. They're shoring up their resume just in case.

- *Is preparing for the worst but hoping for the best when it comes to their job.*
- *Would like to stay with the government, but is willing to work in the private sector if need be.*
- *Recognizes that they can work in the private sector for a little while and come back to the government later at a higher pay level.*
- *Is willing to pay out of pocket for classes but would prefer not to.*

Age Range: 40s - Mid 50s (Mostly Gen X)

Gender: Male + Female

Education: Bachelors Degree

Marital Status: Likely married, likely has kids

Location: DMV Area

Location Type: Suburban

Job Function: Contract Management

Annual Income: \$60,000 - \$120,000

Available to Invest: \$5,250 (Government Pays)

Ideal Goal Timeline: Within the next six months.

Primary Goal: Secure their career prospects.

Secondary goals: Become more competitive on the job market. Fill in knowledge gaps. Secure a credential to validate experience. Avoid layoffs. Prepare for potential layoffs. Potentially prepare for a switch from a public to private sector focus.

What's getting in the way: The job market is shrinking due to automation and digital transformation of procurement, the outsourcing/offshoring of purchasing tasks, and organizational restructuring trends. Political turmoil is impacting contracts. Large, unpredictable government budget cuts and layoffs. A lack of credentials to back up experience.

External pressures: Difficult economy. Fear of layoffs. Higher cost of living has created upward pressure on salary needs. For those with families, family responsibilities can reduce time available for education.

Most important factors when evaluating their education options: Time commitment, course content, and value of the certification.

Who is involved in the decision making process: This decision will likely require a manager's sign-off and submitting a formal proposal. This process will need to align with government employee policies. They may also need to consult with a life partner.

Concerned about: Timing, cost, and value.

Excited for: Course content and length. Live sessions.

PRIMARY PERSONA 2

CONTRACT MANAGEMENT

Government Contracts

Greer Grayson, 44
Contract Manager
Arlington, VA

→ Works for the government.

→ Currently works in contract management.

→ Has a bachelors degree.

Motivations

The chaotic government has Greer worried about job security. They want to boost their resume to help them avoid layoffs or, if they are laid off, help them land a new job. If their day-to-day work becomes untenable, this will also help them land a job in the private sector where they can wait out this administration and potentially come back to the government at a higher pay scale.

Values

When it comes to work, Greer values security and work life balance more than anything. That's what attracted them to the government in the first place. The pay isn't as great as you'd find in the private sector, but you don't have to worry about losing your job, you're not constantly looking over your shoulder, and there isn't a whole lot of pressure or long hours to worry about.

Mindset/Traits



Highly Relational:

Highly values relationships and will find more value in a one to one, high-touch customer experience.



Organized Planner:

Highly conscientious individuals who enjoy setting schedules, tracking progress, and checking off to-do lists.



Political Junkie:

Follows the news and politics closely. Has strong political opinions that they enjoy sharing with others.



Work/Life Balancer:

Sees success in life as not only achieving career status but also work/life balance. Desires flexibility.



Risk Averse:

Looks before they leap and avoids risks unless absolutely necessary. Prefers conservative approaches to problems.



Detail Oriented:

Will read the fine print and want to understand all of their options. Will ask lots of questions to ensure clarity.



Thorough Researcher:

They heavily consider purchases and will read everything they can find before buying something.



Logical Thinker:

This person thinks and makes decisions in a reasoned, logical manner. They prefer to rely on facts over feelings.

Industries

Government
Military
Defense

Aerospace
IT / Cybersecurity
Construction

Healthcare
Education
Finance

Transportation
Energy/Utilities
Consulting

Public Safety
Infrastructure
Telecommunications

Job Titles

Contract Manager
Contract Admin.
Contract Specialist

Contract Analyst
Sr. Contract Mngr.
Subcontract Mngr.

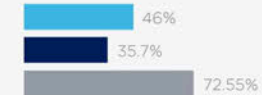
Procurement Mngr.
Contract Coord.
Supply Chain Mngr.

Compliance Mngr.
Procurement Officer
Purchasing Manager

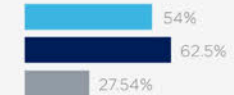
Procurement Spcl.
Vendor Manager
Operations Manager

Media Usage

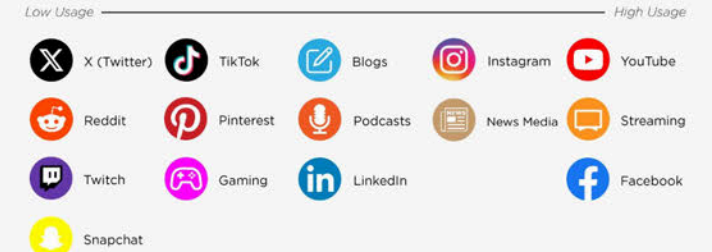
Desktop



Mobile



Persona
Average
CPS Site



Influencer Types

Travel
Lifestyle
Comedy/Humor

Food/Cooking
Business
Productivity

Fitness/Health
Personal Finance
Politics/Social

Podcast Topics

Business
News/Politics
Interviews

Humor
Health/Wellness
Self-Improvement

Project Management
Personal Finance
Productivity

Search History

CM certification
Gov. CM certification
NCMA certification

Mgmt. certifications
Government layoffs
Political news

CM jobs
Resume advice
Gov. career advice

Effective Advertising

Visual Platforms
Shortform Video
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Logical Appeals
Facts and Stats
Informational

Transparency
Testimonials
Reviews

Lean Six Sigma Certificate Personas

Personas last updated on 9.24.25

PRIMARY PERSONA

LEAN SIX SIGMA

Barry: Belt Hunter

Barry is looking for credentials that will help him take on higher-level roles in an LSS focused organization.

- *Is seeking a valuable learning experience, not just a quick and easy certification.*
- *A manager or coworker may have recommended getting an LSS certificate.*
- *Their employer may be paying for a certain level of LSS education, (lower belt) but they may be interested in paying out of pocket to go further.*
- *May have discovered that [REDACTED] has a solid reputation through research.*

Age Range: Mid 30s - Early 50s (Millennials & Gen X)

Gender: Male

Education: Bachelors Degree

Marital Status: Some married, some with kids

Location: Corporate HQ and manufacturing hubs

Location Type: Suburban

Job Function: Operations (Management)

Annual Income: \$80,000 - \$120,000

Available to Invest: \$5,250 (Company Pays)

Ideal Goal Timeline: Within the next year.

Primary Goal: Move into a higher-level role.

Secondary goals: Secure a higher paying role. Secure a promotion in their current company or a higher paying role somewhere else. Manage higher level LSS projects reserved for specific belts. Prepare for a role where they will lead others.

What's getting in the way: The organization they work in or are interested in working in uses LSS as a guiding principle and requires certifications to work on certain projects and/or take on certain roles. The nature of their role in an LSS project may limit their ability to gain the experience they need to move up.

External pressures: Difficult economy. Higher cost of living combined with wage stagnation has created upward pressure on salary needs. For those with families, family responsibilities can reduce time available to commit to education.

Most important factors when evaluating their education options: Cost, time, brand recognition, program reputation, course quality, and professor's experience level.

Who is involved in the decision making process: This decision will likely require a manager's sign-off and submitting a formal proposal. They may also need to consult with a significant other.

Concerned about: Cost, time, and value.

Excited for: The [REDACTED] brand.

PRIMARY PERSONA

LEAN SIX SIGMA

Belt Hunter

Barry Swanson, 42
Process Engineer
Dallas, TX

- Works in an LSS focused organization.
- Works in lower or middle management.
- Has a bachelors degree.

Motivations

Barry has found a niche in process improvement and wants to make that his career. In his current company, certain projects can only be led by people with Lean Six Sigma credentials. Similarly, higher level roles in their company, and others, are only available to more advanced Lean Six Sigma practitioners. Barry is interested in progressing his career and sees getting a new credential as the way to do it.

Values

Barry is analytical, and results driven. He considers himself a good decision maker and will put in the work to map out his future and make plans that will help him reach his goals. He wants to see ROI, wants to learn about his options, wants to see how different paths have played out for others, and ultimately will make sure his next move puts him in an incrementally better position in his life and career.

Mindset/Traits



Reputation Focused:

They strive to have a good reputation and prefer to work with those who have one. They prioritize trust and credibility.



Ladder Climber:

Their career path has a clear trajectory within their current org and in similar orgs. They're focused on the next step.



Job Hopper:

Will be looking to switch jobs frequently (1-2 years) as a more reliable means of climbing the ladder.



Continuous Improver:

Usually has at least one long-term goal that they are working towards in their personal life and/or career.



Organized Planner:

Highly conscientious individuals who enjoy setting schedules, tracking progress, and checking off to-do lists.



Logical Thinker:

This person thinks and makes decisions in a reasoned, logical manner. They prefer to rely on facts over feelings.



Thorough Researcher:

They heavily consider purchases and will read everything they can before buying something.



Detail Oriented:

Will read the fine print and want to understand all of their options. Will ask lots of questions to ensure clarity.

Industries

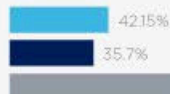
Manufacturing	Technology & IT	Construction	Insurance	Logistics
Healthcare	Consulting	Automotive	Pharmaceutical	Hospitality
Financial Services	Transportation	Energy	Government	E-Commerce

Job Titles

Process Imprv. Mngr.	Busi. Process Eng.	Process Imprv. Cons.	Industrial Engineer	Quality Assr. Mngr.
Process Engineer	Quality Manager	Senior Project Mngr.	Ops. Excel. Mngr.	Supply Chain Mngr.
Cont. Imprv. Mngr.	Cont. Imprv. Leader	Busi. Process Analyst	Manufacturing Eng.	Operations Manager

Media Usage

Desktop



Mobile



● Persona
● Average
● CPS Site



Influencer Types

Sports/Athletes	Business/Prod.	Personal Finance
Comedy/Humor	Travel/Lifestyle	Politics/Social
Food/Cooking	Fitness/Health	Science/Tech

Podcast Topics

Sports	Comedy/Humor	Science/Tech
News/Politics	Health/Wellness	Business/Prod.
Interviews	Self-Improvement	History

Search History

Best LSS Programs	LSS Certification	LSS Career Path
LSS Belt Salaries	LSS Best Practices	LSS Course Prices
LSS Cert. Exams	LSS Job Openings	LSS Cert/Belt Value

Effective Advertising

Shortform Video	Facts and Stats	Highlight Experience
Simple Messaging	Informational	Transparency
Logical Appeals	Testimonials	Reviews

Persona Trends

Similarities

Life Stage & Demographics

- **Most are 30s–40s** (Millennials and early Gen X).
- **Married with kids** is the norm; suburban locations dominate.
- **Gender balance varies:**
 - Marketing and HR → more female.
 - LSS and Leadership → more male.
- **Local awareness:** Each program has a large contingent of students that are from the local area (PA, NY, NJ) that are interested in our certificate programs and may be aware of ██████████ University already.

Motivations

- **Career Progression is universal:** securing promotions, salary bumps, or new roles.
- **Credential as currency:** All personas see certifications as a *pathway* to advancement.
- **Validation & legitimacy:** Some need external recognition to overcome imposter syndrome.

Barriers

- **Time & family responsibilities** – cited across all groups.
- **Economic pressures** – stagnant wages, rising costs, layoffs, automation, competition.
- **Confidence gaps** – imposter syndrome (Betty), lack of standout qualities (Steve), stagnation (Nadia).

Values

- **Work/life balance** is a repeated theme (Nadia, Betty, Greer).
- **Ambition & growth** stand out (Linda, Sam, Barry, Steve).
- **Security & stability** more valued by Greer and Cameron.

Decision-Making

- **Employers often pay** some willing to pay out of pocket.
- **Family partners** play a role in decisions when they exist.
- **Managers' sign-off** is common in cases where company pays.

