



“ My favorite part of this job is helping women feel how beautiful they are! ”

BIO

Oklahoma girl born and raised! Following graduation, Mackenzie started working since she turned 19, continuing to learn as much as possible from her bosses. Her own Hello Love Salon was born in the winter of 2017, where she helped women "look good and feel much better". In the summer of 2019, unfortunately, a fire broke out at her salon, taking with it much of what made this place beautiful. Three months later, slowly and steadily, she persevered and stood back up; a new look gifted to her boutique and a new hope of better times to come.

GOALS

- Increase footfalls to pre-fire incident levels in 2 months.
- Retain 40% of existing customers.
- Launch end-to-end hair styling for bridals and maids.

FRUSTRATIONS

- Keeping up with Instagram followers' trends.
- Asking clients for video testimonials.
- Staff turnover every 6 months.

**Mackenzie Edgeman,
34, The Hairdresser
Salon Owner**

KIDS: Sarah 3, Jamie 7

EDUCATION: Level 4 -
Hair Stylist

OCCUPATION: Owner, Hello Love

LOCATION: Edmond, Ohio

Brands:





Terry Wey, 54,
Networking Professional



Demographics:

Age: 32

Location: California / Texas

Job: Hardware / Networking

Learning Habits:

- Using fragmentation time for learning languages - English, Spanish, French, German;
- Reading e-books [I prefer paper books though];

Goals:

- ❖ Accumulate a large number of professional vocabulary;
- ❖ Read any business newsletter / journal / bulletin without barrier;
- ❖ Create a strong rapport with clients and technical support team;

Phone usage:
Learning



Messaging



Social Media:



Frustrations:

- Can't recognise some professional words instantly;
- Always forget some words learnt before;

Strengths:

Analytical;
Quick problem solver;
Empathetic;
Meticulous;