



ARELIS CALKINS PERSONA

A semi-fictional biography of your ideal customer. This biography allows us to create a campaign that specifically addresses the needs and goals of your target audience. This is the foundation of your entire campaign.

Nurse Alison

BIO

I've lived in Spring Hill all my life. I grew up here, married my high school sweetheart, and went to nursing school. Now I'm raising my own daughter in the only place I know as home. I really think it's a lovely area to raise a family. I think my parents did a fantastic job with me and my sister. They're my guides, my confidants, my number-one supporters. When it comes to raising my daughter and navigating my marriage, I'm constantly looking to them, especially my mom.

When my sister and I were little, our parents went through a bit of a rough patch, as in my dad wasn't even sleeping on the couch, but in a hotel. My mom wasn't ready to give up on their marriage for us kids. Her parents divorced when she was young and she never saw her dad again after that. So she decided to end the cycle and booked an appointment with a couple's therapist. This was during a time when therapy was stigmatized and not ever talked about, but they were willing to put in the work and came out stronger than ever. My parents taught me so much about what a difference it can make when you take the time to work on yourself, practice communication, and give yourself space to have emotions.

While my relationship with my parents may not have started well, the example they ended up setting was invaluable. John and I met in high school, and seeing as we were teenagers, we definitely had some flaws in our relationship. After we graduated, those flaws only became worse. He had trouble expressing frustrations at work and I was stressed out as I went through nursing school. We started getting into arguments over seemingly nothing, and it almost ended us. That's when I really began to lean on my mother's advice to work on ourselves from the inside out. Slowly, we learned how to communicate better and have patience. It wasn't ever perfect, but it was a foundation for us to build on.

Now, John and I still have issues to work through, but we have a wonderful marriage where we're always ready to help the other person grow and become the best version of ourselves. We're also hoping to pass these lessons down to Julia. These past four years with her have been the best years of my life. I was working as an RN before I was pregnant. Fortunately, John was promoted to construction manager during that time, so when she was born I had some flexibility when returning to work. Now I'm a school nurse at the local preschool! It's not as intense as working in the hospital, but I get to be closer to Julia and the hours are much more convenient.

Even at four years old, she's so expressive and empathetic, it's beautiful watching her grow. I just hope to set a good example for her. I don't want her to have to experience the fear and uncertainties I had when I was young. The difference between my relationship with my mom then and now is incredible. Now, we share everything from recipes to magazines, shows, design tips, advice – there's nothing I'd ever not tell her, and that's what I hope to have with Julia. It's been such a blessing being able to live so close to my parents and have them help raise her.



ARELIS CULKINS

Nurse Alison

ASSETS

My husband, John, and I live in a three-bedroom two-bath home in Spring Hill with our four-year-old daughter Julia and our St. Bernard, Bigfoot. We're so fortunate to have found this home so close to my parent's home, even if we might be paying the mortgage for the next 30 years. It's just the next neighborhood over! It's been such a help to have them so close to watch Julia and be a part of her life as she grows older.

We also own a couple of cars. Our 2014 Honda CR-V SUV is the one I usually drive to take Julia and me to school. It perpetually stays a mess. Toys, school supplies, all sorts of odds-and-ends – but it's been a dependable ride these past few years for us. Then my husband drives a 2021 Ram 1500 Big Horn, mostly for work as a construction manager. When we need to go somewhere as a family, we'll mostly take the SUV. Maybe one day, it could even be Julia's first car.

We're already trying to save up for her future. We know college is going to be expensive, especially if we end up having more children. There isn't much in the savings account yet, but hopefully, over time it'll grow to be enough. Thankfully, John and I managed to avoid student debt, since he went straight to work and I got a grant through my nursing program. Outside of that savings account, we have a 401K we're able to invest more into now that I've returned to work.

DEMOGRAPHICS

Age:

25-40

Marital Status:

Married

Location:

Spring Hill, FL

Spouse's Occupation:

Construction manager

Education:

Nursing School Graduate

Household Income:

\$125,000 - \$140,000

Occupation:

School Nurse

Children:

1 [Julia, age 4]

Income:

\$53,416

PERSONALITY / VALUES

I've been told that I'm a very positive person. I think it's hard to be negative when I've been so blessed by so much. I have a loving, healthy family, a home to call my own, and a garden full of great food. What more could I ever want? I know not everyone is as lucky as I am. I don't ever want to take what I have for granted.

My spirituality keeps me grounded. It reminds me that I'm a part of a larger picture. That I was given this life and I am so grateful to Him for all of it. I've also been told that I wear my heart on my sleeve, but why should I hide it? My love for my friends and family is unconditional, and it's because I know it's how He loves me.

I will say that just because I do my best to be positive and grateful, it doesn't always come easy. There are still some abandonment and self-protective tendencies that come up every now and then from when I was a kid. Every day, I try to work on myself and improve, and my husband and family are so supportive, but no one is perfect! We all still butt heads every now and then and old wounds can be scarred, but still hurt. Self-help podcasts, books, and content creators have really helped me heal and move forward. I'm always looking for ways to improve myself.

HOBBIES / INTERESTS

John likes to say that hobbies cling to me like velcro. It's true! No matter what, I can always find a way to have fun, and for that reason, I find a lot of things I love to do. I help out at our church pretty often. I'm also always down for a good swim and beach trip! You can regularly find me doing yoga with my friends three days a week. I'm slowly but surely convincing John to go with me. He says it helps with his back pain.

I've even dabbled in interior design a bit, but that's more my mom's passion. [She's always redecorating the home. Sadly, I didn't inherit her eye for style.] But probably my favorite activity of mine is gardening. Our little backyard garden is my pride and joy. It has watermelon, tomatoes, peppers, sunflowers, and so much more. Julia loves picking the strawberries. My mom also has a garden of her own that I spent most of my childhood in. At least twice a week, we'll combine our harvest and make dinner together.

My mom keeps trying to convince me to join her and my sister's book club, but that's more their thing. Besides, keeping up with Julia is a full-time job! She keeps my schedule full with catching ladybugs, playing dress up, play dates, and playing fetch with Bigfoot. Maybe the next time they read something non-fiction, I'll join them! I prefer biographies or spiritual-based books to most of their fantasy or romance novels.

LIFE GOALS

John and I's next life goal is to have another kid. Julia has been such a blessing, we'd love to have a sibling for her to play with, and she does too! She keeps asking when she can have a little brother or sister. We don't want them to have too large of an age gap, so we're hoping it'll happen for us in the next year or two. Fingers crossed!

Another goal I'd love to achieve is to go on more vacations. We've taken Julia to Disney and Universal of course, but we haven't really ventured outside of Florida. My parents took my sister and me to Charleston and Myrtle Beach, but that's as far as I've gone. John and I make enough to live comfortably, but I want to go somewhere outside my comfort zone and make memories that will last a lifetime.

Other than those goals, I hope to someday go back to nursing at the hospital. I love being close to Julia as a school nurse, and I'll probably continue to do that until she and any future kids are out of elementary school, but I don't get to use my skills often. Working in the hospital was stressful and hectic, but it was rewarding work, and I want to do what I can to help others. I've also done a lot of personal growth since the last time I was a nurse, so I feel more confident in managing my stress and making sure I don't let it overwhelm me or affect the ones I love.



MAIN INFORMATION SOURCES

As a true millennial, I am a little too attached to social media. I use Instagram, Facebook, and Pinterest, and I'll watch some cooking videos on YouTube. I usually check them in the morning and spend a little too long at night scrolling through posts. My husband and I also have a firestick for our home. Usually, we'll use it for movies and shows [HGTV and Food Network, anyone?] and sports, but if something important happens then we'll watch news channels like NBC.



ARELIS CULKINS

Nurse Alison

TRADER
JOE'S

MAGNOLIA
HOME
BY JOANNA GAINES

martha
stewart

NETFLIX



amazon



OLIPOP

FAVORITE BRANDS

I know it's such a stereotypical millennial thing to say, but I'm a **Trader Joe's** girly all the way. Their prices are good and their products are delicious! From my mom's influence, I've become a major fan of **Magnolia Home products**. I don't have to put much thought into arranging them in my home, because all the pieces just effortlessly seem to go together. Other staples in our home include **Martha Stewart's cookware and recipes**, **Netflix**, **Whole Foods**, **Fresh Market**, **Amazon**, **Target**, **Burt's Bees**, and **Olipop sodas**. I can't get enough of them, and they're gut-healthy so I feel good about sharing them with my daughter as a treat!

PURCHASING/MARKETING STYLE

I'm someone that is a sucker for a good recommendation from someone I trust. I've yet to be strayed wrong! There's a sleep supplement my best friend swears by that I started taking and I feel so much more rested now. One of my favorite creators recommended a bullet journal for dumping your thoughts into at the end of the day, and now it's a part of my routine. I usually take recommendations from friends and family, but if there's a creator I particularly like, especially if they're local, then I'll follow their suggestions too.

I will say, however, that we're not entirely made of money. We have a daughter to care for and potentially a second child as well. John and I are always hunting for a good deal and finding ways we can save money. When we decide to splurge, that's a decision we make together. Otherwise, we like to keep costs on the lower side.

FRUSTRATIONS

On social media, I've gotten frustrated with the amount of people who don't truly believe in what they're saying. I understand that posts need to be some level of posed or idealized, but too far it's been taken to the point of unrealistic. Nobody has a perfectly organized refrigerator all the time or a Pinterest-worthy pantry,

especially mothers. I appreciate creators who are more authentic. I'm much happier following content creators who genuinely want to share things that they love or will help others be their best selves, not just someone who wants to look good or promote a brand deal.

CHALLENGES IN REACHING THE CUSTOMER

Sometimes it can be difficult for me to find time, even for things I want to do. Recipes get saved in the “too look at later” folder. I may miss social posts and announcements from even my favorite influencer, and I know I should read more but that sadly doesn’t ever happen.

I’m also not likely to follow new creators unless their content stands out to me. There are so many influencers that piggyback off another person’s content. If all their posts are the same, or just copying the same trends, then I’ll likely keep scrolling. I know social media can quickly become “brain rot” but I feel better if I learn something helpful, hear a positive message, or I’m introduced to a new interest.

HOW WE OVERCOME THOSE CHALLENGES

The more a creator shares about their story and their passions, the more connected I’ll feel to them. I’m interested in authentic stories and heartfelt content. For example, if someone gives me two recipes, one from Better Home and Gardens or one from their nana that’s been passed down for generations, I’m going with nana every time. I think by showing your most authentic self, your content will naturally stand out to me. Especially it aligns with my interests: inspiring content, cooking videos, or lifestyle videos.



THANK YOU

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