

**\*\*Customer Profile:**

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Meet Rylee, a 21-year-old girl from Morgantown, West Virginia. She is a Caucasian, single young woman who lives with her mother, Misty, her father, Trampas, and younger sister, Gracelyn. They are a middle-class family who live out in the country, away from the busyness of town, with very few neighbors. Rylee enjoys living at home. It only takes her no more than 20 minutes to get downtown, where she has class on Mondays through Thursdays (she got lucky this semester with her professor's holding no class on Fridays). This has also allowed her to continue spending time with her family, who claim they are more like her best friends. Though she has friends from high school and college, Rylee, usually an introvert, can be her funny, honest, and sarcastic self around her family. Another positive aspect of living at home is that she gets to save up the money she earned from her part-time job working for her father. She has been there for two years, helping with the finances, collecting receipts from employees, and occasionally helping with their marketing when it is needed. She makes \$12.00 an hour, which she likes but is only able to work around four to eight hours a week due to her busy schedule. She never complains because most of the time, Rylee can work from home, and all the work given to her needs to be completed electronically. Because of this, she doesn't have a fixed work schedule but will complete work whenever she has a few hours free. Besides this, whenever she is not busy with school, such as when she is on holiday breaks, Rylee typically works every day of the week, around 6 to 7 hours a day, to make up for not being able to work as much when school is in session.

Rylee is a junior marketing student at West Virginia University, minoring in advertising and strategic social media. Though she only has two in-person classes this spring semester, she dedicates a lot of her time during the afternoon during the school week to homework. Because Rylee is a perfectionist, she spends numerous hours on her homework trying to make sure she

gets all of her assignments as “perfect” as they can be, continuously editing them and rethinking the assignments over and over before turning them in. With this being noted, Rylee has been looking for an internship in either social media marketing or advertising for the past several months. That said, Rylee has been enjoying her time at West Virginia University thus far and has loved developing her passion for marketing. Though she doesn’t know exactly what she wants to be when she graduates, she hopes a future internship can help her find specific things about marketing and advertising that interest her. Though she hopes to get out of West Virginia someday, it is hard because all her family is from this state, and she would have a hard time leaving them all behind. She has also never lived anywhere besides the small town she is from. Although numerous individuals do not think much of it, Rylee loves Morgantown, especially in the fall. She loves driving with her windows down, feeling the cold breeze on her hands while bundling up in a cozy sweater and watching all the colorful leaves around her. She especially loves all the activities that take place during the fall, such as painting pumpkins, watching Halloween movies (her favorite being Halloween Town), and sitting outside on her patio by the fire roasting smores.

Within the past year, Rylee has started a gym membership at a local facility, Orange Theory Fitness, that she tends to go to with one of her family friends, Annie, four to five times throughout the week. On Mondays and Tuesdays, she will schedule these workout classes right before going to one of her bible studies. On Monday nights at 7:00 pm, Rylee attends a club called Girls With Glory, for which she is the Vice President and Social Media Coordinator. She loves meeting with these girls, learning about their own experiences with Christianity, and connecting with like-minded individuals. Not only this, but she loves running the social media page, posting weekly updates regarding meetings and activities coming up, and trying to get to

know the girls through Q&A and “get to know me” videos. On Tuesday nights, she goes to her other club’s meeting, which is Delight Ministry. On days she doesn’t work out before the meeting, she will go with Addison and Lauren (her two best friends that we spoke of previously) to get dinner and talk about each other's weeks before having to be at the Foundry Church, where the meetings are being held. Though she just joined for the first time this past semester mainly to try to connect with more individuals, being that she is more on the quiet, reserved side, she has dramatically come out of her shell due to all of the friends she has been making.

Though this usually takes up most of her weekday time, Rylee tries to spend weekends without work or homework, allowing her to catch up on things that she loves to do. More specifically, if not making herself a coffee at home from her much-loved Nespresso Machine, Rylee loves to frequent local coffee shops, one of her most recent favorites being Stone Tower Brewing, where she commonly visits with her best friend from high school, Cearah. Though she doesn’t like to use the word addicted, Rylee has an extreme dedication to coffee, and when she goes to her favorite coffee shop, she typically gets an iced cinnamon roll latte or a banana pancake latte (aka all the sweet, sugary beverages). After going and getting her caffeine intake for the day, she likes to go home and spend time with her family dogs, an eight-year-old golden retriever named Paisley, and her five-year-old French bulldog, Milo. They will cuddle up on the couch together. At the same time, Rylee opens her laptop and scrolls through her social media feeds, usually starting with Instagram, where she will make sure to scroll through and like any of her friends’ pictures and keep up with some of the fashion bloggers she frequently takes advice from, one of the most frequent being @graceporter. Though she knows it’s a very unpopular opinion, she much prefers Instagram Reels over TikTok (She only ever uses TikTok on occasions when it is necessary to make a video for *Girls With Glory*). On her current *For You* page, one can

notice the numerous cooking/recipe videos, Bible verses, *Dancing With The Stars* clips, and gym videos. This is her most used app, so she usually stays on this app for around an hour until she feels she has looked over everything and hops on her next most used app. Snapchat. Though she prefers using iMessage to interact with people, she knows many of her peers love this app, so while she has her notifications off so group chats do not blow up her phone, she likes to go on two to three times a day to make sure no one has tried to contact her through the app. When this is done, she will go to one of her streaming services and pick a show or movie. Her recent fixation has been a show called *Kickin' It*, which is very nostalgic since she watched it on Disney Channel growing up. If she wants to watch a movie, she will almost always watch a rom-com such as *27 Dresses*, *How to Lose a Guy in 10 Days*, and *50 First Dates*.

Because Rylee prioritizes her health and well-being, she tends to try to eat as healthy as she can while making sure not to limit herself to things that sound good to her. Some of her favorite foods to make at home include Cobb salads, turkey sandwiches, and chicken wraps. If she goes out to eat, Rylee has to be a little bit more careful with what she chooses to order due to her gluten allergy. Though it was hard for her to get used to being gluten-free when she found out about it at the age of 12 (she loved bread more than anything), it has become so much easier over the years, and she usually just orders foods such as salmon, salads, or burgers depending on the restaurant. Whenever it comes to dessert, Rylee has an extreme love for Nothing Bundt Cakes, a gluten-free chocolate chip cake. Due to this company not being in the state, sometimes, she would even go up with her friend Cearah to get coffee in Pittsburgh and grab a cake from this much-loved bakery. They try to do this at least once a month to catch up with one another since Rylee goes to college at West Virginia University and Cearah goes to Fairmont State University. Usually, when this trip occurs, Cearah will drive while Rylee plays music, which is most

commonly folk. She loves artists and bands such as Noah Kahan and The Lumineers, whom she has seen numerous times in concert.

As of now, Rylee can't wait for summer. This usually happens to her once her spring semester starts, and she feels as though she is ready for the cold weather to be over and for a break from classes and her everyday routine. Due to her dad owning his own business, he has saved enough money for my mom to retire and be a stay-at-home mom while taking a more significant vacation over the summer. Because of this, for the past two years, Rylee and her family have visited Hawaii for a week in June, where she loves to lay on the beach and read a good book, usually a devotional by Grace Valentine or Sadie Robertson, two of her favorite authors. Though she loves going to Hawaii, her favorite vacation spot has to be Seaside, Florida. This has become her favorite place (besides West Virginia) after visiting it numerous times with her family and two of her best friends, Addison and Lauren. Though she never claimed to be a beach girl, something about the small community and the clear blue waters always called her name. She is hoping that if she is able to make enough money one of these days, she will be able to live there in the small town and work remotely so that she can spend her days in her quiet, hopefully, white beach house with a beautiful view of the beach. To this day, Rylee is content with her routine of going to class, being a homebody, and finding joy in the small things (such as her beloved coffee) every day.