

# Emilie Metcalf

## Hardworking & Resourceful

32 | Oakville, ON

Married with 2 children

Senior Art Director | \$80k



## Lifestyle & Background

Emilie is a senior art director at Atomic Cartoons and she is very dedicated to her work! She is married with a loving husband and have 2 children who are incredibly responsible. Everyday she feels thankful for the people in her life.

At her work, she is very active and hardworking that her coworkers always tell her to take a break! Although, one of the reasons she stays in her office most of the time is because of how floral her office is! When entering her office, she always feels like she's at home. As a person who loves flowers, she likes to be surrounded with their scent and beauty. Whenever there are occasions at her work, she is always prepared to have flowers in the event.

As someone who loves to go to a local florist, there are times when she is busy and is unable to make it to the store. She looks towards online stores, however some florals price their flowers at ridiculously high prices! She hopes to find a online store that has reasonable prices for buying occasional flowers, or even gifts for herself!

## Influences

Emilie is influenced by her family, friends, coworkers, magazines and other art designers she sees at conventions.

Being an art director, she loves socializing with other people with similar interests. Gaining inspiration from them and learning new design and art tips to help develop her skills. She

is also influenced by her many families and friends as she is able to express herself to them. She is also influenced by magazines that have to do with flowers. She is always envious of the arrangements of flowers and always strives to learn new ways to develop her flower knowledge as well as learn new tips and tricks to take care of them.

## Social Media Activity

Instagram

Twitter

Pinterest

LinkedIn

Emilie uses social media to connect with friends, family, other artistic people she meets at conventions and follow inspirational florists! Whenever there is a new post by one of her favourite floral experts, she wants to see the image right away. Other times, she would ask them tips onto how to properly care for flowers.

Through social media, she also looks at reviews to try and determine the best flower store to shop online. However, because of their ridiculous prices, she sometimes strays away from them, but nonetheless enjoys looking at their beautiful arrangements.

## Core Needs

1. Emilie is a passionate person, both about her work and her flower obsessions. However, her work can get in the way of stopping by her local florist shop. Due to this, she wants to be able to order flowers online to save time and money.
2. One of her main problems of avoiding for shopping flowers online is due to the prices plus the additional price of deliveries. Emilie hopes to find a online flower delivery service that has some bouquets set at a lower price.
3. Along with saving money, she likes the idea of having subscriptions for her daily needs. Since Emilie loves flowers, she would like to buy them often. However, with the build up of orders, it could be quite a lot of money to spend. Emilie hopes to find a service that offers a subscription to further make ordering online easier and less time spent on picking which flowers to buy.
4. Finally, Emilie hopes to find a online flower delivery service that is eco-friendly. Due to talking with various flower experts, she learns that some florist cut their stems, creating a decent amount of waste due to cut stems. She hopes to find a flower service, that reduces the amount of waste and hold a more eco-friendly operation when delivering flowers to their customers.

