

Persona 2

Mentee Samira



Demographics

Age: 33
Status: Married
Education: Masters in Statistics
Location: Lund, Sweden
Birthplace: South Africa

About Samira

Sameera relocated to Luda, Sweden three years ago with her partner due to his job. Prior to moving to Sweden, she worked in architecture in Durban, South Africa. During the process of relocating, Sameera decided to make a career transition into the tech sector. Having previous coursework in statistics experience she decided to pursue a data science role. Sameera is extroverted, highly motivated, and self-directed. She is hoping to start a family soon and is concerned with the possibility of taking maternity leave shortly after starting a new job in a new industry.

Pain Points

- Distance from Stockholm makes it difficult to find job openings and meet-ups
- Unclear whether Beela serves early or late career transitioners or both
- Wonders if pollination mentoring will be redundant of Bootcamp
- Challenges getting real-world projects
- Balances a lot of commitments including school, full-time job, volunteering, and helping friends who want to break into tech

Behaviors

- Involved in a variety of professional communities
- Volunteers with Somali communities
- Investigates LinkedIn connections to gain insights about their career trajectories
- Pursues self-paced online courses
- Networks with new mothers who work in Swidish tech industry

Goals

- Learn from the career transition journeys of other immigrant women in Sweden
- Connect with recruiters
- Learn what hard skills recruiters and hiring managers expect candidates to possess for various roles
- Seeks individual feedback on CV and letter writing
- Seeks resources for interview prep and practice