

Liv Kjeldsen



“If it’s both terrifying and amazing, then you should definitely pursue it.”

Age	40
Occupation	Copywriter
Location	San Antonio, TX
Program	MA Professional and Technical Communication

Biography

Liv was an elementary school teacher for fifteen years before she decided to get out of teaching and look for a higher-paying job. She used her English degree to get an entry-level job as a copywriter for a large pharmaceutical company. She enjoys the field but wants more opportunities and a higher salary. She decided to return to her alma mater and get her master’s degree in Professional and Technical Communication.

Devices Used

- smartphone
- tablet
- laptop
- desktop

Goals/Needs

- Program that gives her a foundation in many specialties
- Online courses she can complete on her own time
- Support from faculty and staff
- Internship/job placement support
- Full-time career with salary over \$65,000

Pain Points/Frustrations

- Full-time graduate work is nearly impossible to pull off while also working full time and caring for children.
- She is behind on technology, so being introduced to so many new pieces of software is overwhelming.
- Not every class is offered every semester, so it makes planning the most efficient schedule a little more difficult.

Behavior

- Liv is hard on herself and nervous about how well she will do in grad school, even though all her work so far has been exceptional.
- She considers herself a “smart risk taker.” She is not risk-averse but understands the need for balance with safety and security.
- This is why she can upturn her life to go back to school, but she chose the familiarity of her alma mater to do it.
- Liv wasn’t aware of the technical communication program at UNT until she decided to pursue the degree and searched schools that offered it.