



Mara McIntyre

Background: Mara, a single mom, grew up in a low-income household, worked her way through college, and now has a high-paying job that allows her to live the life she once dreamed of. Growing up, she used sports—especially track—to find her place, and Nike was the brand that made her feel like she belonged. Now, as an active mom, she continues to wear Nike, drawn to their support of diverse athletes and their message of resilience, which mirrors her own journey.

Age: 26
Gender: Female
Lives In: New York City
Degree: Business
Job: Sales Manager
Economic Class: Middle - Upper class
Lifestyle: Health-Conscious – Focused on wellness, nutrition, and mental resilience.

Social Platforms: Mara loves Instagram, Twitter, and YouTube primarily to keep up with friends, new fashion trends, and to watch content creators.

"I wear Nike because their clothes are comfortable, stylish, and always on trend, making it easy to stay fashion-forward while on the move. They also showcase diverse female athletes who inspire me as an active mom to lead by example, reminding me every day that strength and style go hand in hand."

Hobbies: She loves staying active—running, hitting the gym—spending time with her child and friends, exploring new restaurants, and collecting snapback hats.

Worldview: Coming from humble beginnings and balancing motherhood with an active lifestyle, she believes nothing should hold you back from achieving your dreams—no matter who you are. She stays active both for her own well-being and to keep up with her child, and Nike empowers her by showcasing inspiring female athletes, proving that as a woman, she can do anything.

Goals: Mara's goal is to earn enough money to retire early and, once her child is older, embark on travels around the world together. She occasionally finds it challenging to balance her personal and professional life but channels that pressure into staying active as a form of relief.