

Character Brief:

Francesca (Chesca) Sanchez



Mob Girl Gone Rogue

Character Bio: Chesca Sanchez

- **Age:** 18-21
- **Nationality:** Dominican Republican
- **Ethnicity:** Half Italian, Half Afro-Dominican
- **Occupation:** Social Media Vlogger
- **Background Story:**

Chesca is the niece of the Mob Boss who Lea is indebted to. She was initially assigned to keep an eye on Lea to make sure she didn't cheat the Mob out of their money. However, Chesca warmed up to Lea and the two became best friends through their shared goal of becoming positive Social Media Influencers.

When a nervous Chesca admitted to Lea that she deceived her by actually working for the Mob, Lea forgave her. To show Lea how important their friendship was to her, Chesca decided to work at a double-agent, and try to help Lea get out from under the Mob's clutches.

Character Bio: Chesca Sanchez (cont)

- **Personality:**

Chesca is the voice of reason and encouragement in the game. She challenges herself and Mia to greater heights, and also keeps Mia focused and on track to complete her goals. However, Chesca is the first to suggest to celebrate their successes, by indulging in the mansion's luxuries. Chesca is also quick-witted and observant, as she figures out that Lea is actually Mia very quickly into her swap.

- **Passions:**

Playing musical guitar, beach volleyball, water sports, training her yellow lab, throwing fun parties.

- **Motivation:**

Chesca aims to help Mia not get discovered by the Mob, or any of Lea's fans so nothing bad happens to her, while trying to figure out what happened to Lea. She also wants to be a top, positive Social Media Influencer and headline a big concert.

Chesca: Face Concept

Due to Chesca's bold and sharp personality, I would like her to have a vivacious appearance which is both feminine and fun. I used latina girl references, as well as this rendition of Zendaya.



Chesca: Daytime Fashion Wardrobe

Her wardrobe themes are the color coral and denim, and blending athletics and femininity.

Rockstar Chic



Surf's Up



Brunch and Shop



Going for a Dog Jog



Get Your Kicks



Chesca Sanchez: Night time Fashion Wardrobe

The theme for these nighttime looks is tropical chic with an edge

Sold Out Concert



In the Club



Pop the Champagne



Girls Night



Step it Up



Chesca Sanchez: Voice and Final Notes:

Chesca's Dominican Nationality works for the following three reasons:

- The Dominican Republic is a tropical island.
- Celebrities like Cardi B (half Dominican) Republic are popular
- Non-White representation matters, especially to women, in games and media

Some suitable accented voices for this character: [Voice sample 1](#), [Voice sample 2](#)

Chesca would be a fantastic supporting character for the following reasons:

- She is fresh, attractive, and memorable
- Helps hook the player into continued gameplay
- Furthers the plot forward into what happened to the real 'Lea'
- Provides ample opportunities for different games, and even collaborative games.

Conclusion of Character Brief