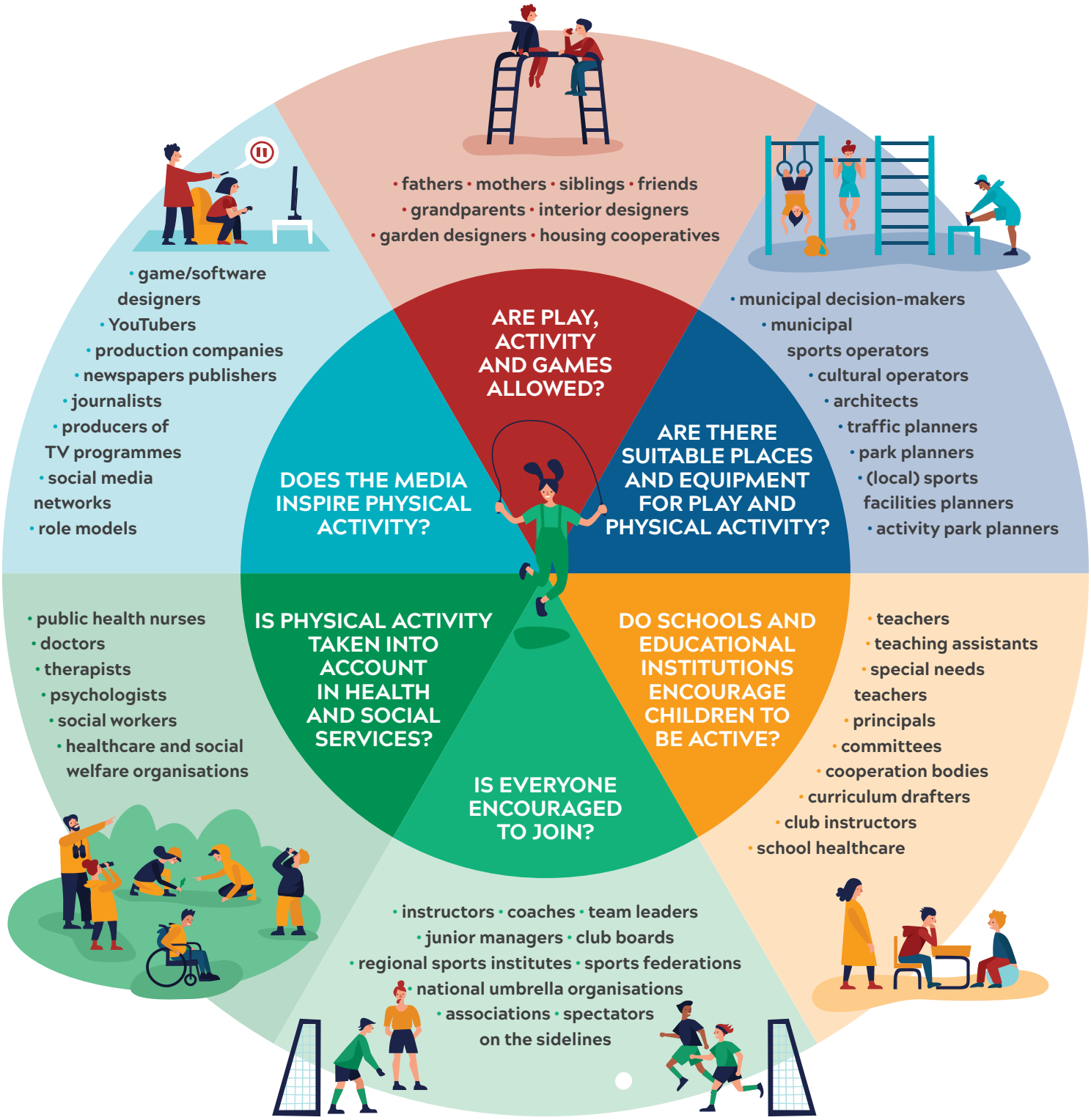HOW MANY ROLES AS AN INFLUENCER DO YOU RECOGNISE IN YOURSELF?