



1. What is your brand? How do you identify yourself? Describe yourself? Describe your best personal, individual characteristics and express them as you want to develop them.

Alexandria is a very kind soul and tries to see the good in everyone. She is honest as she would hope the same in return. Alexandria is very passionate about fashion and wants to continue working her way up in the industry. Alexandria loves learning new skills and studying and working in fashion. She hopes to build her networking skills by studying abroad because she loves traveling and new experiences. Alexandria is minimal. She loves simple and clean, and it doesn't take much to make her happy. She is very friendly, as she values her family and friends and loves to help people. Alexandria is creative and open to learning new skills to enhance her character. She wants to continue in the field, applying what she has learned in school in her workplace and wants to build her business. Alexandria is creative and loves aesthetics and she loves to piece things together. Whether it be setting up jewelry displays in her current internship or assisting on shoots as she has done in her past internship for a designer brand.

2. Write a mission statement about yourself as a company (or brand), what would be your direction, opportunity, significance, and achievement? What is your value? Describe your mission in no less than five (5 sentences). Write your personal and professional mission statement for your potential employers.

Alexandria is a fashion student who loves studying and working in fashion.

Alexandria values hard work and is a teamplayer as she believes it's important to work together and communicate with her team whether it's through group projects or as a co worker. She believes in diversity and thinks everyone, no matter their background, is capable of anything they put their mind to. Alexandria believes in keeping things organized as it's important to have balance in work and in life. Punctuality is important to Alexandria, being effective in deadlines and getting places on time is big to her. She is also open to trying new things as she loves to travel.

3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement.

There are personal and professional objectives Alexandria wants to achieve.

Alexandria wants to boost her networking skills in helping her step her foot into the fashion industry. She also wants to learn a foreign language as she is open to new experiences. Alexandria wants to add to the places she has traveled. She wants to go to Japan, Thailand, France and much more. She also wants to learn a foreign language as she is open to new experiences. Alexandria wants to add to the places she has traveled.

Learning sewing is important to Alexandria as it is a very good skill to have working in the fashion industry.

4. Write down specific personal and professional goals. Goals are specific quantitative (measurable) statements that will support your objectives. You may need more goals other than five (5). These are short-stated measurable steps to meet objective statements.

Alexandria has had a long term goal of graduating and obtaining her Baccalaureate in Business and Technology of Fashion. She has maintained her GPA, continued to meet deadlines, participate, and has done extensive research. Alexandria wants to start a business as she is very passionate about studying current and past trends. Her business will be based around selling vintage designer pieces. Alexandria wants to work abroad, taking on new challenges and experiences. She wants to obtain a career in the fashion industry and improve on leadership skills. Alexandria wants to be very familiar in the fashion industry with great network skills.

Strengths

Team player

Attentive; strong eye for detail

Punctual; effective in deadlines for work and school & getting to work and class on time.

Organized

Education & exposure to fashion industry knowledge

Computer skills: Excel, Word, The Edge, Blender

Goal Oriented

Weaknesses

Very little networking; not a lot of connections.

Uncomfortable speaking in front of groups.

Anxious

Focusing on small details

Self critic

Opportunities

Internships

Networking

Receiving degree

Career Fairs

Building my brand & starting a business.

Enhancing personal development

Threats

Covid; unemployment

Other candidates with more experience

Negative changes in field