

Alyssa Noemi Skerret

Internship

BUF 4900

YOUR Brand Image

Dr. Alyssa Adomaitis

New York City College of Technology

## **Developing Your Brand**

Let me introduce you to the brand, Alyssa Noemi Skerret. Alyssa identifies herself as an adaptable and motivating person. As an undergraduate who is graduating from New York City College of Technology (CUNY) with a bachelor's degree in business and technology of fashion, she is currently interning at Eli Clothesout and is employed as a cashier at stop-n-shop. However, she plans on pursuing a career in fashion in the journalism industry. Alyssa is driven to further develop her appreciation for creativity, problem-solving, and active listening skills. She is aware that her qualities are highly essential for personal growth and professional success. As Alyssa continues to take on creative academic projects, face obstacles, and actively listen to others, she aspires to further enhance her skills in these areas. These qualities are important to her because she wants to see herself be successful and be prepared for any obstacles that come her way when she steps into the real world. Moreover, creativity enables her to approach problems with fresh perspectives and adapt to change. Along with problem-solving, she will be able to tackle challenges and find solutions. Lastly, active listening fosters better communication and collaboration, which are essential in both personal and professional relationships. Alyssa will be prepared to navigate the complexities of the real world, ensuring she can adapt, grow and thrive in any situation she faces.

## **YOUR brand logo**

Alyssa Noemi Skerret has developed her logo using and combining it with her liking. The scripted initials of A, N, and S represent a visual representation of her first, middle, and last name, Alyssa Noemi Skerret. At the top of the logo, her initials are written in Magnolia script, while her full name is displayed at the bottom in Times New Roman, which the logo features a warm, rich hue with red and purple tones. These colors are known to be happy and youthful (Bell & Tetanus, 2017).



## **Mission Statement**

Alyssa Noemi Skerret's mission is to strive in the real world as she continues to learn, grow, and thrive. She knows that where you grow up doesn't define you, you have the power to make something out of yourself. Her journey began in 2019 when she embarked on her college experience, which initially presented a challenge as everything was new and unfamiliar to her. However, over time, Alyssa gained the ability to adapt, quickly learning the ropes of college life. Throughout her time at New York City College of Technology (CUNY), she had numerous opportunities to refine her skills in active listening, creativity, motivation, and problem-solving. These skills were developed through a range of experiences, including individual and group projects, intensive writing courses, and collaborative learning environments. Her college years became a time of growth and self-discovery, where she not only developed academically but also built strong interpersonal and communication skills that will serve her well in the future.

## **Personal Mission Statement**

Alyssa's mission statement centers on inspiring her knowledge to real-world scenarios. She believes in the power of lifelong learning and self-improvement, striving to create a

meaningful impact in the lives of those around her. Alyssa values motivation, creativity and adaptability and will apply these qualities to her personal life. She is determined to accomplish her goals and strives to establish clear boundaries to ensure a good work and life balance. By prioritizing her well-being, she can remain focused, productive, and fully present in both her career and personal relationships, aiming for long-term success and fulfillment. Her goal is to achieve both professional success and personal fulfillment by focusing on what matters to her the most and remaining true to her core values.

### **Professional Mission Statement**

Her professional mission is to be brave and prepared to face any obstacles that arise throughout her career. Alyssa is passionate about expressing her ideas and sharing her creativity with the world. She strives to reveal her knowledge in areas that captivate her interest while continuously learning and evolving. She values adaptability, creativity, and active listening, which she sees as essential for achieving her goals. Alyssa is determined to continue to strengthen her knowledge and adapt to the ever-evolving landscape of the industry. Her motivation is driven by challenges and a commitment to personal and professional growth, enabling her to adapt to changes with ease, making her a valuable contributor in any project, role, or environment. Her goal is to approach her career with confidence and ready to face challenges.

### **Personal Objectives**

- Gain confidence and self-assurance
  - ★ Set Boundaries
  - ★ Embrace Challenges
  - ★ Positive Self-Talk
  - ★ Visualize Success
  - ★ Take Risk
  
- Stability in Finance
  - ★ Budget Managing
  - ★ Maintaining Credit
  - ★ Long-Term Planning
  - ★ Track Progress with Financial Milestones
  - ★ Build Financial Independence
  
- Continue my weight loss journey
  - ★ Exercise consistently
  - ★ Manage Stress
  - ★ Maintain a Balanced Diet
  - ★ Prioritize Sleep
  - ★ Stay Hydrated
  
- Move out of New York City

- ★ Budgeting
  - ★ Researching and Identifying my desired location
  - ★ Find Employment related to my field
  - ★ Look for Housing
  - ★ Learn about what benefits my desired location offers
- Attend Beauty School
    - ★ Research Beauty Schools
    - ★ Create a Financial Plan
    - ★ Prepare for the Application Process
    - ★ Prepare for the Licensing Exam
    - ★ Work on Time Management

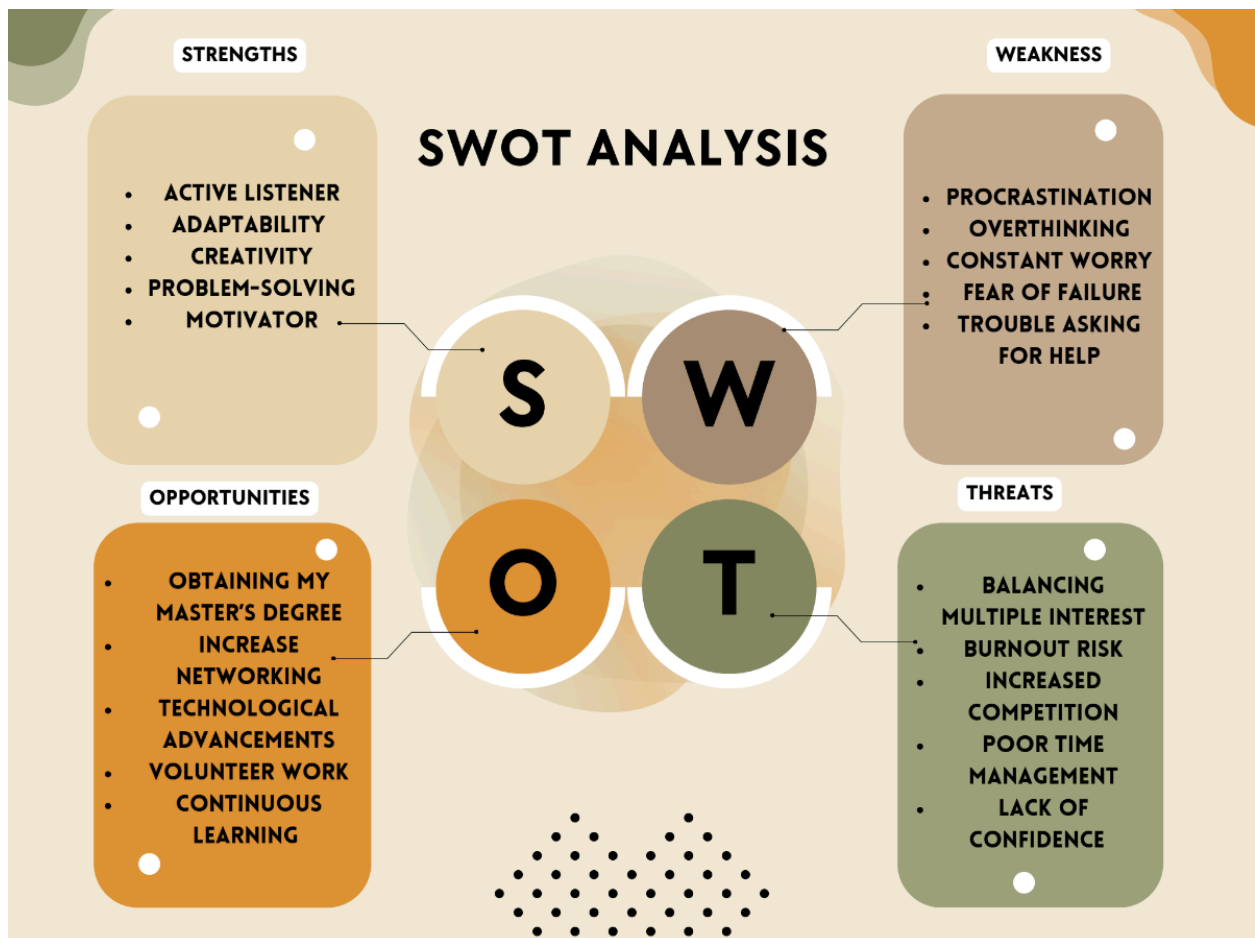
### **Professional Objectives**

- Graduating in Fall 2024
  - ★ Obtain my undergraduate degree in Business & Technology of Fashion
  - ★ Improving my networking experience
  - ★ Pursue additional hands-on experience related to my major
  - ★ Continue to improve my academic performance
  - ★ Improve Technical Skills
- Gain More Networking collaborations
  - ★ Collaborating with my peers on BUF course projects
  - ★ Engaging & Communicating on linkedin
  - ★ Co-workers
  - ★ Internship Supervisor
  - ★ City Tech BUF/BUS professors
- Being dependent and responsible
  - ★ Strengthen Time Management Skills
  - ★ Set Priorities
  - ★ Stay Organized
  - ★ Show Initiative
  - ★ Develop Leadership abilities
- Be involved in the fashion journalist industry
  - ★ Use Fashion Terminology
  - ★ Freelance Writing
  - ★ Stay Updated on Fashion Trends
  - ★ Apply for Fashion Journalist Positions

★ Intern At Fasion Publications

- Expand my professional career experience
  - ★ Take on Challenging Projects
  - ★ Explore Different Roles in The Industry
  - ★ Expand Professional Networking
  - ★ Work in Different Environments
  - ★ Master Digital Tools

## SWOT Analysis



References

Bell, J., & Ternus, K. (2017). *Design Elements -The Tools. In Silent selling: Best practices and effective strategies in visual merchandising* (5th ed.). Bloomsbury Academic & Professional.