

Anna Molina

Internship BUF 4900

Your Brand Image

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Anna Molina's personal brand is recognized for her meticulous attention to detail and creative style. She is graduating from New York City College of Technology, CUNY with a bachelor's in Business & Technology of Fashion, and her main focus is trend forecasting, where she specializes in analyzing market trends and consumer behavior to predict upcoming fashion movements. She is also interning at The NinèRita and as a part-time bakery associate while pursuing her studies, she ensures proper time management skills, developing work ethics, and real-world experience. In addition, she is highly versatile and quick to adjust to evolving situations. Anna is a goal-oriented and motivated student, consistently driven to achieve excellence in everything she pursues. One of her best personal characteristics is her ability to make decisive decisions quickly and effectively. She thrives in fast-paced environments where clear thinking and swift action are required. This skill allows her to navigate unexpected challenges with confidence and adapt to new situations with ease. By balancing logic with intuition, Anna ensures that her decisions are well-considered, even under pressure. She looks forward to further enhancing this ability as she takes on more complex challenges in the future. She takes pride in her strong work ethic and dedication to learning, which enables her to overcome challenges and stay focused on long-term objectives. As she continues to grow, she aims to further develop her leadership skills, enhance her ability to collaborate with others, and refine her time management so she can take on even greater challenges moving forward.



ANNA MOLINA

The logo reflects simplicity and elegance, with a minimalist design that conveys a refined sense of style. The initials “A” and “M” are positioned with a minimalist design diagonally separating, symbolizing balance and precision. The thin line dividing the letters suggests clarity and directness, which gives a sense of focus and purpose. The serif font adds a timeless, sophisticated touch, while the muted pink color introduces warmth, sweet, pretty, fleshy, raw (Bell & Ternus, 2017). Overall, texture of the font and design, which conveys femininity (Bell & Tetanus, 2017). The well-spaced “ANNA MOLINA” beneath the initials enhances the simplicity

of the design, highlighting calmness and confidence. Instead of using intricate details, this logo conveys a strong message through its minimalist style, representing someone who values clarity, focus, and simple elegance in all areas.

Anna Molina's journey is built on her commitment to growth, creativity, and purpose. Reflecting on her past successes, she has consistently excelled in roles that require initiative, problem-solving, and a forward-thinking approach. Whether in academic projects or collaborative environments, Anna has shown a strong ability to adapt, think critically, and innovate. A recurring theme in her experiences is her dedication to pushing boundaries and finding fresh, creative solutions to challenges. Anna's core values of hard work, creativity, and authenticity guides her in everything she does. She values honesty in communication, believing that it builds trust and encourages collaboration. Creativity drives her approach to problem-solving, and hard work ensures that she meets every challenge with determination and resilience. In her contributions, Anna has made an impact through her involvement in academic settings and her community, where she has taken on roles that emphasize leadership and teamwork. She aims to empower those around her, helping others grow and succeed alongside her. Anna is focused on creating lasting value through her work, always striving to make a meaningful, positive impact on both individuals and the broader community.

Anna's values center around purpose and making a meaningful impact. She believes in taking actions that align with her long-term goals and create lasting change. Her aim is to make a difference that positively affects both individuals and communities. Through innovation and staying true to herself, she strives for excellence in everything she does. By empowering others, Anna hopes to inspire growth and ensure that the impact she makes is both positive and enduring.

Personal Mission Statement:

Anna Molina's mission is to inspire growth, encourage innovation, and lead with purpose by prioritizing transparency, creativity, and initiative in everything she does. She is committed to moving beyond traditional methods, challenging norms, and creating a lasting impact that influences both individuals and communities. By turning challenges into opportunities, she aims to expand possibilities, explore new horizons, and drive meaningful change. The foundation of her approach is authenticity and a deep belief in the role of innovation in driving growth and progress. Her goal is not only to empower others but to inspire them to reach their fullest potential. She is committed to consistently delivering excellence, creating lasting value, and leaving a positive, enduring impact on the world around her, all while remaining true to her principles and long-term vision.

Professional Mission Statement:

Her professional mission is to apply her skills, knowledge, and creativity to contribute meaningfully to the organization she works with, driving both its success and growth. She is committed to delivering work that not only meets but exceeds expectations, consistently aiming for tangible, impactful results. Anna values being a reliable, efficient, and collaborative team member, dedicated to achieving company goals and fostering a positive work environment. She stays proactive in learning and adapting to industry trends, always striving to enhance her skills and knowledge. Her goal is to make a positive difference in her field, contributing to innovations that benefit both the organization and the broader community.

Personal Objectives:

- ★ Minimizing expenses and maximize profitability
 - Being mindful on unnecessary spending
 - Pay off remaining debts
 - Avoiding impulse purchases
 - Make use of clothing and other supplies instead of buying new ones
 - Set spending limits

- ★ Achieve health and wellness
 - Maintain a balanced diet
 - Get enough sleep
 - Manage stress
 - Engage in physical activities
 - Focus on self-care

- ★ Contributing to sustainability
 - Shop in second-hand
 - Upcycling and supporting sustainable fashion brands
 - Conserve energy when not using appliances and electronics
 - Reduce and reuse materials
 - Supporting local farm markets by reducing carbon footprint

- ★ Travel to a new country
 - Plan an itinerary
 - Set a budget for expenses like transportation, activities, and meals
 - Learn phrases of the language
 - Adjusting to a new sleep schedule
 - Check weather forecasts

- ★ Graduating in Fall 2024

- Meet with an academic advisor
- Fulfill the required courses
- Maintain a strong GPA
- Submit graduation application
- Complete internship

Professional Objectives:

- ★ Further develop and strengthen knowledge in the fashion industry
 - Staying informed in new innovations like 3D printing and fashion e-commerce
 - Work on different fields in the industry like textiles, design, and business aspects
 - Taking fashion courses online
 - Taking initiative to connect with like-minded individuals
 - Attending fashion events
- ★ Pursue higher form of education
 - Begin postgraduate education
 - Research programs
 - Creating a study plan
 - Meeting with an advisor to discuss future goals
 - Attending seminars and workshops
- ★ Build relationships and network in the fashion industry
 - Join fashion organizations
 - Connecting with mentors
 - Volunteer at fashion events
 - Collaborating with stylists and influencers
 - Attend exclusive events and networking with high-end individuals
- ★ Maintaining ethical standards
 - Responsible sourcing
 - Slow fashion practice
 - Supporting small businesses
 - Refuse to work with factories that promote child labor
 - Support women in leadership
- ★ Professional Growth
 - Seek mentorship
 - Improve on communication skills
 - Publish a fashion article
 - Develop a professional portfolio (resume, past achievements, etc.)
 - Develop a meaningful relationship with colleagues and clients

SWOT Analysis:



Reference:

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.