

Adia Titus

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BUF 4900: INTERNSHIP

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## **Your Brand Image**

### **Part 1**

You are developing your resumes, cover letters, preparing references, and revamping your New York City College of Technology e-Portfolio for Open Lab and future employers. It is now to write about your brand image and what values you stand for as a brand.

### **Developing Your Brand**

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. Develop a brand logo that represents you (*an original*).

In order for a brand to become relatable to its consumer, one must align with the personal values of their target market. Having a mission statement ensures that a brand can properly convey their message to their target audience. The mission statement must also make sense with the company's actions.

I would identify my brand as charismatic and goal oriented. One that can work in a group setting or individually on projects to fulfill a company's goal. Being able to problem-solve and work in a timely manner is an attribute that I possess that is also beneficial in a business setting. My brand is one that has been improving through learned and applied skills attained in both professional and academic settings. Having

a retail background, has allowed me to further develop my communication skills while applying the skills I attained in my academic career thus far.

*Adia L. Titus*

*Figure 1: Adia L. Titus brand logo*

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?

*Mission Statement:*

The mission is to bring my academic and work experience skills to a company while catering to their specific needs. The value I would bring to a company is that I am a flexible learner that will be able to effectively carry out important tasks (Hameide, 2011). While there I hope to bring my skills and overall experience to the next level. Becoming a great asset to the company.

3. Describe your mission in no less than five (5 sentences). *Write your personal and professional mission statement for your potential employers.*

*Personal and Professional Mission Statement:*

In the next five years, I would like to enter my preferred career through a reputable company. With my current academic background, I can enter multiple industries including that of fashion industry or one of business. My interests lie in Marketing/ Public Relations. However, it is not limited to those industries.

Learning new skills is something that I constantly involve myself in to further expose myself to new opportunities. Whether it is a skill that I can use in my

- personal or professional life. While attaining my professional goals, I would like to enhance my personal life by investing in real estate and/or stocks to secure myself financially. Another goal of mine is to further my education by obtaining an MBA in order to become a true asset to my further employer and industry.
4. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. *Please write five (5) personal and professional objectives that support your mission statement.*

Personal and Professional Objectives:

- *Growing my savings account:* This ties into the portion of the mission statement where I want to grow financially.
  - *Learning a new skill that will apply to my potential career:* This is part of my professional goals. PMP is a software that I would like to learn during Summer 2020.
  - *Investing my money for my future:* In the personal mission statement, this was highlighted as a goal in order to become financially stable.
  - *Learn a skill/hobby that I can profit from:* This applies to both my professional and personal objectives. Learning a new skill can advance me in my career or become another source of income.
  - *Multiple streams of income:* The idea of multiple forms of income can be both applied to my personal and professional goals.
5. Write down specific personal and professional goals. Goals are specific quantitative (measureable) statements that will support your objectives. You

many need more goals other than five (5). These are short-stated measurable steps to meet objective statements. *Please write more than five (5) personal and professional goals that support your objectives. Some goals can be short-term while other goals can be long term.*

*Personal and Professional Goals to Support Objectives:*

- *Start a savings account that will not be touched regardless of the current situation.*
- *Think about obtaining a certificate in any aspect of beauty that interests me*
- *Continue to invest on investment apps i.e. Acorns and Stash*
- *Look for websites that offer programs for learning new skills*
- *Start studying GMAT materials to attain a score that will land me into an excellent program*
- *Look into MBA programs*

Reference

Figure 1. Adia L. Titus logo.

Hameide, Kaled. (2011). Fashion Branding Unraveled: *The Brand*. New York, NY:  
Fairchild Books.

*In order to write your mission statement:*

- a. Look at your past successes (your detailed resume and cover letter)*
- b. What were you successful at doing? What are the running themes in your resume?*
- c. Core Values (what do you value? Hard work? Creativity? Honesty?)*
- d. Contributions: Where have you contributed? Your community? Your university?*

How would you position yourself in the marketplace against your competitors? Please describe. You can use a SWOT analyses.

## **Format**

The Image research should be at least three- five pages and typed using Times New Roman 12 point font. APA format is to be used for citations and the reference page as research is expected to be used, even at a minimal. Create a name for the brand (for example, *Effervescing Alyssa*)

## **PART II – ORAL PRESENTATION**

The project will be presented orally to the class. Visuals and designs in the PowerPoint must be used to enhance the presentation. APA must also be used.