

Amber B Wells

Internship BUF 4900

Dr. Adomaitis

Your Brand Image Assignment

BRAND LOGO

My Brand name is Amber Brion. Amber is my first name which means “jewel”, and Brion is my middle name that means “high or noble”. The colors of her brand are beige, farrow, and dark brown. The reasoning behind the selection of these colors is that they symbolize significant factors in Amber's life. Beige represents neutrality, calmness, and relaxation reflects the way Amber lives her life. Dark brown which is the color of the font symbolizes strength and reliability, which is a prime factor for her as a woman of color. The color farrow which is the color of my background symbolizes peace, balance, and harmony where it stabilizes her to stay grounded and appreciate the simple things in life. Her choice of fonts are Le Jour Script, Hatton and Montersat each symbolizes elegance, feminism and Boldness which Amber proudly represents. Amber Brion represents a woman of color who is intellectual, strong-minded, and self-driven. She identifies as she/her and is also a feminist. Amber comes from a cultivating background of an Afro-Caribbean heritage where family means everything to her. She is easygoing and passionate about helping others. Amber Brion is a brand that represents leadership, hard work, and dedication which you'll get to learn more about.

Mission Statement

Amber's mission is to inspire and influence her community. Her core values in life are to set an example of defining one's happiness. She believes that this value is crucial to fulfilling her ultimate goal in life. She will accomplish this by creating her work environment. With her hard work and dedication, this environment will provide contributions to her community that are self-fulfilling. With her experience in project coordination and marketing, she will build structures and foundations that will provide opportunities for years to come. She will provide strong leadership, dedication, and integrity to ensure that she sets good values for her team. She aims to utilize her knowledge in the fashion business to design marketable services. Using her fashion expertise she will mold and style her brand with a vivid uniqueness and authenticity that will stand out amongst her competition.

Amber Brion's Personal Objectives:

1. Amber wants to be able to generate a generational wealth for herself and her family. By doing this, she will be breaking generational curses and setting up herself and her family for success.
2. Amber believes that it is vital to take your mental and physical health seriously. It is something that she wants to improve for herself and her community. Taking care of her health is her number one priority.
3. Learning how to be persistent despite obstacles that may occur in life, is a key factor in how to obtain a successful life one day. Amber firmly believes in never giving up, despite how difficult things may get. Although it does get hard for her sometimes, this is still a major factor in her life.
4. Amber is certain that exploring your creativity is very essential. It will allow her and others to become better problem solvers more openly and innovatively.
5. Improving your productivity in life is very crucial. Amber believes it's important to practice this to improve the quality and quantity of the way we live our everyday life and not settle for less.

Amber Brion' Professional Objectives:

1. Amber is certain that growing your network will help in developing skill sets that set you aside from others. She will do this by connecting with people that are beneficial to her overall life.
2. Amber believes that it is important to secure a responsible career opportunity. By doing so she will be making significant contributions to her overall life and set a foundation that allows her to generate generational wealth for herself and her family.
3. Amber wants to further pursue her education. She believes that education is essential, and you can never stop learning. That is why after she graduates she wants to pursue her Master's and her Ph.D.
4. Amber believes that being a highly organized and hardworking individual sets you on the path to success. She is definite, that it is a vital aspect in life that you should follow both professionally and personally.
5. Amber wants to improve her financial stability. She wants to be able to provide for her family and give back to those in need.

Amber Brion's Personal Goals:

1. One of Amber's personal short-term goals is to fix her credit. She believes that credit is very important to succeed in life. That is why she is fixing her credit now, to be able to purchase cars and other properties shortly.
2. A long-term personal goal for Amber is opening a business saving account for her business endeavors in the future. She believes it's important to have this account for funding to support her short-term housing business.
3. One of Amber's long-term personal goals is to get married and have children. Family is essential to her, and starting her own family with her long-time boyfriend is something that she will like to fulfill one day.
4. A short personal short-term goal for Amber is to travel to more countries. Amber has always been amazed about exploring other countries and seeing how other people live their daily lives.
5. A short-term goal for Amber is improving her public speaking capabilities. Amber has always been shy to speak amongst a crowd. But with better confidence, she will conquer this one day.

Amber's Professional Goals:

1. One of Amber's professional short-term goals is to obtain her real estate license. Getting her real estate license will open more business opportunities for her and expand the short-term rental business that she currently has.
2. A short-term professional goal for Amber is to get an LLC for her brand. Getting an LLC for her brand will provide full limited liability protection for her brand and for what she stands for.
3. A long-term professional goal for Amber is to Master the field that she is trying to pursue. Amber wants to pursue business development, and create opportunities for those who are in her circle.
4. A short-term professional goal for Amber is to trademark her logo. Her logo is unique and it's what defines her brand.
5. A long-term professional goal for Amber is to create a small family-owned business in her parents' countries. She believes that it is very important to give back to her family because this is why she is who she is.

Amber Brion SWOT Analysis

Strength	<ul style="list-style-type: none"> ● Amber is highly efficient at multitasking. ● Her roles as an project coordinator have strengthened her leadership skills ● Her roles as an operational coordinator have strengthened her problem solving skills ● Challenged by numerous projects, Amber understands the value of a team and being a team player in order to accomplish project goals ● As an effective team player, Amber values her communicative skills
Weakness	<ul style="list-style-type: none"> ● Though she is an excellent communicator within her team, Amber struggles with public speaking ● Her love for teamwork at times may be crippling when she begins to doubt herself ● At times, making tough decisions can be very stressful for Amber ● Amber tends to not take self criticism well. ● Amber tends to procrastinate with her work sometimes when she is overwhelmed.
Opportunity	<ul style="list-style-type: none"> ● Amber utilizes her connections to grow, learn & educate ● Her university & corporate experience provided her with the ability to hold a conversation in any setting ● Amber is self driven and educates herself ● Amber is always ready for new challenges ● Amber wants to invest more in her education to further her knowledge
Threat	<ul style="list-style-type: none"> ● Sometimes Amber may feel a sense of fear when her competitors are more knowledgeable ● Amber is running her business without financial funding which may slowdown her growth process ● Amber wants to move out of New York to explore more opportunities but she may lose her job. ● Amber sometimes loses confidence when around people who are in positions she wants to be in. ● Amber may be taking on too much task, that she won't have time to be prepared for her real estate exam in december.

References

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