



### **Developing my brand**

My brand is Brandon Coreas. I am a hard working-determined college student who is obtaining a baccalaureate degree at the New York City College of Technology (CUNY) In the Business and Technology of Fashion. One would say that I am a go-getter, if there is something that I would like to achieve then I would be more than willing to put in the work that it takes to achieve that goal. Some skills that are indicative of my brand as a whole are my determination, resilience, patience, and mental fortitude.

### **Mission Statement**

The purpose of my e-Portfolio is to showcase my growth as a college student from my freshmen to senior years. This growth is displayed through all of my coursework in the Business and Technology of Fashion. Some areas of emphasis within this work are marketing, textiles, trend forecasting, global sourcing, and many more. Moreover, my e-portfolio will show how my college work can actually translate and be applied to a real-world job. Some of my core values include determination, integrity, and resilience. Some of my past successes include becoming a member of the National Society of Leadership and Success, as well as receiving the Artist Award by a non-profit organization called Community of Unity which connects with empowering youth to help them make choices that lead to growth and inspiring their pursuit of a personally satisfying future.

### **Personal and Professional Objectives**

Find a career within either the marketing or fashion industry that aligns with my personal values. I want to be able to optimize my networking skills so that I can thrive in a professional social environment. By becoming a personal trainer I would be able to help other individuals maintain their physical health through fitness which is one of my passions whilst maintaining mine as well. Utilize my knowledge and creativity within fashion and marketing to help be an asset to a business and help them thrive. Fall in love with my future career. Become able to be financially secure enough to support me in my future endeavors and ultimately care for others that are close to me as well.

## Personal and Professional Goals

My first goal is to obtain an entry-level job that would get my foot in the door and provide a window of opportunity for me to meet my objectives. Another goal of mine is to prioritize my mental health and maintain a better headspace that would translate into my profession. Open a long-term savings account where I could save enough money to possibly buy a house. Become proficient in my field where I could obtain possible promotions. I want to be able to have a retirement plan so I could be financially stable in my later years whilst still maintaining my normal means of income. Ultimately all of these goals can only be achieved if I continue to find my purpose. I would align myself with my competitors by identifying how my strengths differ from those who are also in the same position as I am.

## S.W.O.T Analysis

<b>Strengths:</b>	<b>Weaknesses:</b>
<p>Proficiency in knowledge about the ins and outs of fashion throughout my four years of coursework in the Business and Technology of Fashion.</p> <p>A hard-working and determined mindset would certainly assist me in achieving whatever I put my mind to.</p> <p>Ability to be a team player and engage with others in social settings where my sense of creativity and open-mindedness would serve as a tool for success.</p> <p>Innate patience to realize that things won't</p>	<p>Lack of paid job experience</p>

<p>happen overnight I have a propensity to stay consistent and trust the process of my hard work.</p> <p>Ability to obtain constructive criticism and use it as fuel to improve</p>	
<p><b>Opportunities:</b></p> <p>With the completion of obtaining my bachelor's degree, I am able to have a wider variety of options when it comes to searching for a career that fits my core values.</p> <p>With experience at my internship at a men's streetwear denim brand, I was able to learn a lot about what it's like to work in a fashion setting. I have learned a lot of valuable information about PR and Marketing and Networking within this internship as it pertains to how the fashion industry operates.</p>	<p><b>Threats:</b></p> <p>Individuals who are in the same position as me who are also looking for opportunities similar to mine</p> <p>The Fashion Industry is a seriously competitive field and there are people with much more experience than I have and greater accolades on paper</p> <p>Potential economic recessions and downfalls.</p>

**Acquired Knowledge:**

**Color** - "Color is the biggest motivation for shopping before size, fit, or price. Color signage says more than words. Some of these terms to describe color are Daring, intrusive, sophisticated, and demanding" (Bell, J.A., 2010).

**Line** - "Line is a direction- a major part of the composition - the way they are arranged determines the effectiveness of the presentation" (Bell, J.A., 2010).

**Composition-** “Is the organization or grouping of parts or elements to achieve a unified whole. In visual display, composition is the arrangement of lines, form, shapes & color” (Bell, J.A., 2010).