

Running Head: My Brand Image

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What is your brand?

Brenda Mendez's brand incorporates integrity and honesty throughout her daily life. Integrity and honesty both have strong sentimental value and motivates Mendez through hardships. Having integrity is essential, it is the moral and ethical conviction of doing right at all times, even if no one is watching you. Mendez is true to herself, by having integrity, nothing and no one could dishonor her. Because Mendez is true to herself, therefore allowing her to be an honest person. These two characteristics have helped shape Mendez's persona. At one point in Mendez's life being true to herself is all she had. The hardships in Mendez's life never broke her down, instead uplifted her, and motivated her to do better. There is no better feeling in the world than being true to yourself, Mendez understands this and implicates it throughout her every day. People embrace her generosity, this helps Mendez prevail in all her life goals.

How do you identify yourself?

Mendez's identity is shaped by many aspects of her life. Family, culture, friends and Mendez's personal interests are all factors that shape who she is. Mendez is a family-oriented woman who was profoundly taught to be diligent and purposeful. Her day to day circumstances helps Mendez develop her ambition for a better future. Growing up in a Mexican household helped Mendez interact with people who come from Hispanic descent. Having friends from different parts of the world and traveling to different places influenced Mendez's interest in fashion, music, and social activities. Mendez's core identity characteristics will never change, however, as she matures she learns the importance of adaptation and is willing to take a risk.

Characteristics

Mendez has been given the gift of courage and having thick skin. These characteristics enabled Mendez to become a leader. Being a leader is not easy, it involves having interpersonal skills such as being a listener, motivator, communicator and having empathy. These are important qualities that help Mendez not only in her personal life but also in her workplace. Her ability to emphasize ties into being able a leader, since she's able to understand others' emotions and situations. Mendez is also able to lead people out of any issues they might be facing at the time which further strengthens her bonds and decision-making skills on the job. Mendez's strong communication skills also enable her to be genuine and honest with everybody. Mendez is not afraid to state her opinion while at the same time remain honest and empathetic.

Brand Logo

Mendez's logo contains an emotional depth to it. From a viewer's perspective, it might be viewed as a meaningless palm tree with a pink horizontal highlight. Mendez was fortunate enough to come to the United States at a young age for a better life, although, throughout Brenda's childhood it was difficult for her to even believe she would not achieve one of her main goals in life which were to travel the world. When Mendez got a chance to be fully documented in The United States, her first dream was to travel to every tropical island there was. Her very first trip out of the country was in June 2018 to Cancun, Mexico. June 2019 Mendez decided to go to another tropical island which was Aruba. Mendez has a love for tropical islands and explorations, that is why the palm tree lies to be very symbolic. According to Bourn, pink represents friendship, affection, harmony, inner peace, and approachability. Pink is a delicate color that means sweet, nice, playful, cute, romantic, charming, feminine, and tenderness. Mendez has a love for this soft color ever since a little girl. Mendez continues to showcase all of these traits in her daily life.

Mission Statement

Mendez acknowledges that you can become confined in the walls you build yourself. In Mendez's adolescents, she was deprived of where she was born. Being born and raised from an impoverished country like Mexico quickly enabled Mendez to mature at a much faster rate. Mexico at the time was undergoing drug war, violence, and poverty. These circumstances would mentally and physically deprive anyone. However, in 2002 Mendez was given the opportunity for a better life. She and her single mother arrived in the United States of America, the land of opportunity. Growing up Mendez learned that she was given a gift, a gift to motivate others out of their struggles. Mendez wants to help people find the light at the end of the tunnel. Being a role model, showing people how to appreciate their lives by showing endless love and compassion. Mendez will accomplish this by sharing her struggles as a child, in hopes to uplift and motivate people into caring about themselves and others. We all have hardships in life, however, Mendez understands that her mission in life is to set an example and help others in need by sharing her hardships as a child. Mendez's hardships have allowed her to value what comes out of being a hard worker and being diligent. Mendez immersed herself in all of her jobs and school opportunities, which allowed her to value the opportunities that come her way.

What is your value?

Value is not just defined by one-word adjectives, Mendez's values come from a place of understanding, her values come from being empathetic. Mendez has always believed that understanding and caring for others is one reason humans are given the ability to interact, its essential for life. Coming from a low social class she witnessed people getting oppressed every day. Mendez was able to learn the importance of putting herself in other people's shoes. Mendez learned that some hardships are uncontrollable, however, if one acts with compassion and empathy towards one another it will help reduce human crime and hatred for one another. Not everyone has the gift of showing empathy, some people can not experience their emotions, Mendez can not teach empathy, however, she is able to show others that people care for them and that they are loved.

Professional Goals

Mendez is determined to execute her personal and professional goals. For instance, focusing on her productivity, getting more sleep to improve focus and concentration throughout the day. Time management allows Mendez to become more work efficient. Focusing on improving communication skills, helps build relationships with new people. Networking is essential, Mendez understands that meeting and building new relationships will help her future

life. Lastly, public speaking helps Mendez get her thoughts across an audience making them feel her words and emotions. To enhance Mendez's professional skills she will work on keeping up to date with new and upcoming technologies, which allows her to become competitive in the workforce. Mendez will learn how to establish interpersonal skills to achieve company focuses and goals. Marketing is also important to help promote successes within the work field. Being enthusiastic shows an employer that Mendez cares and wants to learn and evolve within her role. Lastly, Mendez wants to focus on being innovative, self-driven focusing on making her job role more efficient.

Personal Goals

To enhance Mendez's objectives, Mendez must focus on specific goals. For instance, to increase productivity Mendez will get more sleep, which allows her to focus and work more efficiently, Mendez will work without distractions for long periods of time to work on her time management. In order to improve communication skills, Mendez must work on her pitches and try to create interpersonal relationships. In order to network, Mendez must expose herself and meet new people, she will do this by attending different industries greet and meets. Lastly, one goal that will help Mendez public speaking is giving presentations at her current job. In order to maximize Mendez's professional objectives, she must set personal goals. For example, Mendez will be up to date with new technology, she will do this by researching and reading daily articles. Mendez will also learn to create new interpersonal relationships, she will do this by becoming an expert in all the essential categories of communication. Also, one goal to help Mendez with her marketing agenda will be to create and publicize on all social media accounts. Lastly, Mendez

will focus on being innovative, by coming up with new ideas and pursue these ideas in a productive matter.

References

BournCreative, Bourn, J, & Digital Strategist · WordPress. (2016, June 4). Meaning of The Color Pink |. Retrieved from <https://www.bourncreative.com/meaning-of-the-color-pink/>.