***Celestial* Citlalli**

Citlalli Villanueva is a determined person who works hard and plans carefully to reach her goals. She believes the skills we pick up in life are the foundation for building success. Citlalli values strong ethics and knows exactly what she stands for and what she wants to achieve. Skills like communication, teamwork, and attention to detail are a big part of her daily life. These abilities are also super important for the industry she’s passionate about. Her focus and dedication help her keep moving toward her dreams.



**Logo**

My brand logo contains my initials because I have always considered

that I have good aesthetic initials. The colors are black and white for elegance,

peacefulness, and simplicity (Bell, J. and Ternus, K., 2017). The stars on the

right represents the meaning of my name, which comes from a Mexican native

language and means stars. There are three stars because three is a meaningful

number in my life.

**Mission Statement**

My mission is to strive to inspire new generations through my empowerment, ideas, and creativity. As an innovator, it is crucial to me to keep pushing boundaries, embracing change, and continuously seeking out opportunities. My direction is driven by a commitment to going through the difficulties that come along my career path. I believe in determination and the significance of fostering meaningful relationships and nurturing collaboration to drive personal and collective success. Ultimately, I value integrity, resilience, and adaptability, ensuring I can anticipate challenges and respond with strategies that generate long-lasting positive impact.

**Personal and Professional Objectives**

1. Keep Learning and Developing skills.

 I will commit to ongoing education and self-improvement by dedicating some hours of my week to feeding my brain with creativity and rich information about the industry, such as trends, enhancing my knitting skills, and staying updated on fashion news and technology.

1. Pushing Creative Boundaries.

 I will be open to taking calculated risks by exploring new styles and bold and untested ideas in my projects that I consider unusual or intimidating. By embracing creativity and thinking outside the box, I aim to resolve issues that might stop me and inspire others never to give up.

1. Building Meaningful Connections in the Fashion Industry.

 I will expand my professional network by attending industry events, connecting with thought leaders, and participating in relevant forums. I will compromise to put myself out there and engage with more people at events, given the opportunity to create network connections that could benefit me. I aim to build at least four to five significant new professional relationships yearly.

1. Impacting the Fashion Community.

 I will engage in projects or initiatives that directly benefit the community by volunteering for causes that align with my values of empowerment and innovation. My goal is not to be the best but at least one of the best at what I will be working on.

1. Participate in Collaboration among my teamwork.

 I want to keep evolving by prioritizing teamwork and communication. To achieve that, it is essential to conduct team meetings to brainstorm and give each other feedback, encourage open dialogue, and ensure every team member feels heard and valued.

**Personal and Professional Goals**

*Personal Goals:*

1. Attend to graduate school, Parsons specifically:
* Get a good job that can cover some of the tuition
* Potentially ask for a student loan to cover some of the tuition
* Gather recommendation letters
* Work hard on my acceptance essay
* Study for any interviews
* Send my application
1. Learn a new language.
* Choose between French or Italian
* Download apps, songs, shows, movies, or content that can help me get more familiarized with the language
* Take online classes to learn the language
* Find a friend who is a native of the desired country's language
* Travel to the country to practice
1. Launch my knitwear catalog.
* Learn more about knitting techniques.
* Learn about knitting pattern-making
* Conduct research and design some pieces
* Elaborate patterns for my designs
* Knit my designs
* Do a professional photoshoot to present my designs
1. To have a website for my professional portfolio.
* Gather projects that I have done in the past.
* Launch my knitwear catalog first so that the professional photos can be added to the website.
* Research the aesthetics that I want the website to look like
* Start putting the website together
* Set a date for its launch

1. Take my dad to Rome
* Get a good job
* Save money
* Plan to research the cities to go to and the best seasons to visit
* Book tickets, hotels, and activities
* Wait for my dad’s birthday and give him a surprise

*Professional Goals:*

1. Get a job in the Fashion Industry.
* Graduate from my Bachelor’s degree and get my certificate
* Update my resume
* Practice for interviews
* Gather letter recommendations
* Apply to many places until I get a job offer
1. Intern in Fashion Week for a high-end brand
* Adapt my resume specifically for the Fashion Week Internship
* Do research on the company’s contact emails
* Create a formatted email to send to all my desired brands
* Reach out personally to the brands with the message previously written and my resume attached
* Wait for responses to do interviews
1. Work for a big company
* Get your first job in the industry and develop some experience
* Make network relationships and take any opportunity offered
* Go to network events
* Reach out to people who work for the companies that I like through Linkedin and request calls for work advice.
* Improve my resume and send it out again.
1. Become a Creative Director
* Work for a big company
* Gain experience in areas like brand development, brand image, fashion forecasting, and advertising
* Finish my Master’s Degree
* Work for relevant brand projects
* Apply for the promotion
1. Collaborate with a celebrity for a project.
* Work for a big company
* Become the Creative Director
* Attract the media to our brand
* Launch a series of successful projects to put our brand in the spotlight
* Reach out to B-list celebrities and negotiate a collaboration for the benefit of both parties

SWOT Analysis

| STRENGTHS  | WEAKNESSES |
| --- | --- |
| * Diverse skill set: strong communication, attention to detail, analytical abilities, teamwork.
* Goal-oriented individual with determination and planning.
* Creative and Strategic Thinker: I keep practicing my creativity.
* Global and Cultural Awareness: my college projects have helped me understand more about global trends and diverse perspectives.
* Adaptability and Initiative: I am a quick learner and have a desire to learn.
 | * Limited Industry Experience: need to get more real-world industry experience.
* Broad Focus: interest in multiple Fashion areas such as PR, Fashion Marketing, Fashion Forecasting, and Branding.
* Need more Networking opportunities.
* Workload Management: balancing studies, work, finals, and my last two internships.
* Limited Leadership experience in workfields.
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| OPPORTUNITIES | THREATS |
| * Emerging Markets opportunities for jobs.
* Advanced Education: I am about to graduate with my Bachelor's degree.
* My college projects gave me experience with specific markets and Fashion companies.
* Internship Mentorship: I learned a lot from my supervisors during my three internships.
* Broad opportunities in various areas of the Fashion Industry due to the broadness of my major.
 | * Competitive Industry: The fashion Industry is very competitive, and it is crucial to Network with the right people.
* Economic Fluctuations could affect job opportunities in the Fashion Industry.
* Industry Trends: shifts in consumer behavior may require quickly identifying them and adapting.
* Limited Industry Connections: the need for established networking contacts.
* Burnout Risk: balancing all these tasks can contribute to burnout if not managed effectively.
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**References**

Bell, J. and Ternus, K. (August 10th, 2017). *Silent Selling.* Fairchild Book.