Crystal Llerena

BUF 4900-Internship

Dr. Adomaitis

Your Brand Image Assignment

1. My brand is Crystal Llerena. I identified myself as a woman, Bolivian American, Daughter, Sister, Girlfriend, friend, Student, and art and fashion enthusiast. I believe in being optimistic, especially when times get tough and showing respect because it’s the foundation of a stable relationship. My best characteristics are that I am generous by helping in whatever way I can to ensure a beneficial outcome, devoted into projects and work I have either professionally or personally, reliable by following through commitments in any setting and being individualistic, one of my favorite quotes is from Poet, Maya Angelou “If you’re always trying to be normal you will never know how amazing you can be” (25 Maya Angelou Quotes To Inspire Your Life 2017). I like this quote because if you do not show your true self, you cannot demonstrate your authentic self.



1. I value perseverance, integrity, and ambition. Perseverance because it is a willingness to go in a positive direction even when there are obstacles thrown at you. Integrity because it involves honesty and trust as well as taking accountability for your own actions. Ambition because it is a driving force to accomplish goals and that drive can help you grow as a person by being motivated and focus. Accordingly, I will, not be discouraged if outcomes are not to my favor and move forward to achieving a specific goal. I will allow myself to be real with others and myself to ensure an amicable relationship whether professional or personal. I will motivate myself to achieve my desired goals in life by having a positive energy force.
2. Five Personal objectives

* Investing with the stock market because as I get older, I would like to diversity my income to grow wealth and live comfortably during retirement.
* Learning a new skill specifically graphic designing by using software such as adobe illustrator and learning how to use it.
* Writing a daily journal, I believe journaling helps to express one’s thoughts and concerns and as well improve my writing skills.
* Being financially stable, by achieving my desired career and making an earning to live comfortably.
* Owning a home, a personal accomplishment is to own a house because of the sense of independency it gives you.

Five professional objectives

* Obtaining my bachelor’s degree, this will help me garner attention from employers and further my career.
* Improving communication skills, the more I learn how to communicate properly in certain situations, the better I will be working with co-workers and employers efficiently.
* Increased earnings, develop a level of seniority in a stable career with a company.
* Learn how to network effectively by obtaining stable relationships with past employers and staying in touch as well online.
* Create a website that shows my creativeness by designing graphic t-shorts to sell.

1. Five personal goals

* Learning how to invest by using applications and reading books on the subject during free time.
* Learning how to use illustration software by taking 3 hours out of the week to do so.
* Daily writing on my journal every morning for 15 minutes, to jot down any concerns or ideas I may have.
* Gaining more experience in retail, by getting a summer job, so that I have more to include in my resume.
* Saving money, by putting it in saving’s account to eventually buying a home.

Five professional goals

* Making sure I meet all the requirements to obtain my bachelor’s degree, such as registering for required classes and maintaining a steady grade point.
* Practicing interpersonal skills in my everyday life
* Effectively network through job boards such as LinkedIn and Indeed.
* During the weekends, I will start building my website that would later be a business.

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| SWOT Analysis | |
| Strengthens  Team Player  Versality  Organized  Creative  Trustworthy | Weaknesses  focusing on small details  Being impatient.  Having trouble asking for help  Public speaking  Being self-critical |
| Opportunities  Learning new software to further my career.  Daily journaling to help with any negative mindset.  Taking  Obtaining a retail job to gain experiences with interpersonal skills. | Threats  Need to learn more technological skills.  Characteristic traits can be a hinderance.  A competitive industry to be a part of. |

References

25 Maya Angelou Quotes To Inspire Your Life. Goalcast. (2017, April 3). https://www.goalcast.com/2017/04/03/maya-angelou-quotes-to-inspire-your-life/.