

Danielle Daniel-Ramsey

BUF 4900

Dr. Adomaitis

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### Brand Image

1. What is your brand? How do you identify yourself? Describe yourself?. Develop a brand logo that represents you (*an original*).

My brand is Danielle Daniel-Ramsey. I identify as female and my pronouns are She/Her/Hers. I am a twenty-seven African American woman born and raised in Harlem. New York. I consider myself to be both introverted and extroverted depending on environment. I am social and outgoing at time but I can also be reserved and shy. I consider myself to be a very disciplined person, I do most things according to a schedule and I hold myself accountable to my commitments. I consider myself to be an ambitious person, I'm always setting new goals for the month and doing whatever it takes to complete them successfully. I'm someone who is always working on time management, this is important to me because life can get busy and I make time for the things I love and that matter to my future.

My logo:

*D.K.D.R.*

Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement?* Write your personal and professional mission statement for your potential employers

I am a diligent, ambitious and hard working person. I am taking the direction to a successful and fulfilling life by staying true to my personal journey. Opportunities like high education and working to service others has made me stronger mentally by having to show up in both roles more passionate and empathetic. I am significant because I continue to push forward to show the Black woman coming after me that representation matters and if you can see it you can achieve it. My achievements over the years have been earning my associates degree, finding a fashion internship, accepting that my journey is my own and I define what that means for me. My mission to inspire and promote self-love.

3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement.

My personal objective is to graduate with my Bachelor's degree. I would also like to move in with my partner within the next five years. Hair health and growth is important to me so growing my hair six more inches would be great. In addition to a healthy hair journey, I would also like to work on my physical health and lose about twenty pounds and maintain that. Lastly my professional short term goal would be to find a great starting pay salary job in fashion tech.

*4. Please write more than five (5) personal and professional goals that support your objectives.*

*Some goals can be short-term while other goals can be long term.*

To achieve this objective of obtaining my Bachelor's degree I will complete my goals of finishing assignments before the due date, attend all lecture classes, study to pass necessary exams, improving my time management skills and getting plenty of rest. To achieve my goal of moving into my first place I will find a full-time job with decent pay, successfully get through interviews for desired job, save up money to make my transition smoother, do great research in finding a perfect place to live and decide if I want to live in New York or New Jersey. To achieve my goal of longer healthier hair I will, drink more water, manipulate my hair less, use protective styles, use quality hair products and trim my hair as needed. To achieve a healthier, body my goals are to consistently eat more vegetables, cut out fast food, work out three times a week, drink more green smoothies and walk a mile three days a week. My last objective is to find a salary job in fashion tech, to do so I will diligently research for jobs that fits what I'm looking for, practice and rehearse for my interviews, make sure my skills match the job I'm interested in, continue to do good work at my current job to keep my skills sharp and research the fashion tech companies I'm interested in.

5. How would you position yourself in the marketplace against your competitors? Please describe. You can use a SWOT analyses.

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"> <li>• Detail orientated</li> <li>• Results orientated</li> <li>• Ambitious</li> <li>• Organized</li> <li>• Great time management</li> </ul>	<p style="text-align: center;"><b><u>WEAKNESSES</u></b></p> <ul style="list-style-type: none"> <li>• Have trouble saying “no”</li> <li>• Focuses too much on details</li> <li>• Sharing responsibility</li> <li>• Shyness</li> <li>• Find it difficult to let go of a project</li> </ul>
<p style="text-align: center;"><b><u>OPPOURUNITIES</u></b></p> <ul style="list-style-type: none"> <li>• A trend of fashion business in my professional area</li> <li>• Obtain higher education</li> <li>• Promote my personal style on social media</li> <li>• Conduct research on achieve longevity in my fashion role</li> </ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"> <li>• Not knowing my worth professionally</li> <li>• Possible competition to gain new employment</li> <li>• Navigating in a new pandemic world</li> <li>• Am I marketable?</li> </ul>