

Your Brand Image

Danielle Hueston

New York City College of Technology

BUF 4900- Internship

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Danielle Hueston is an Undergraduate student at New York City College of Technology, CUNY majoring in Business and Technology of Fashion. She will be receiving her Bachelorette degree in January 2021. She is also an entrepreneur who started her own LLC at the age of nineteen where she retails beauty products through the use of e-commerce. Danielle Hueston has an amazing work ethic. She values being prompt and on time, meeting deadlines and working to the best of her ability. If she does not understand how to do something, it is guaranteed that she will ask so that the task can be completed correctly. This also leads to her great communication skills. Hueston is capable of communicating efficiently over a vast number of mediums including email, phone and verbally. Her listening skills are also quite adequate, so she usually has no trouble following directions and/or providing feedback. Hueston is also very open to learning and gaining new knowledge. She believes that there is no such thing as perfection, meaning there is always room to improve your skills.

Danielle Hueston's mission is to constantly strive at becoming her best self, in the workplace as well as mentally, physically and emotionally. She will do this through hard work and dedication towards her goals. In the workplace she will strive to add value to her company by improving the efficiency of procedures, helping to solve problems, reducing workloads and providing good customer service. She also hopes to serve as a leader through her creative and innovative ideas and be beneficial to whatever team she is a part of. To accomplish her mission she plans on continuing her education past her undergraduate degree and receiving a Master's and possibly a even Doctorate degree. With more knowledge comes more value. She also plans on utilizing her internships and the people she has met with more experience in her interest industry to her advantage. She is aware that these people can educate her on the best and easiest ways to accomplish important and necessary tasks in her field. She also knows that the tasks she

performs at her internships are helping mold and prepare her even bigger tasks she will be given in her future.

One of her professional goals include gaining new experience working as an intern at a reputable fashion company. Although she currently works as an intern, as the fashion industry is a very competitive industry, it is a fact that working with well known companies seemingly increases your value. Despite this, it has been a goal of hers to work for a luxury brand since her adolescent years. Now that she has already accomplished that goal working at a distinguished business is a new goal she strives towards. Another internship opportunity will also help to refine her skills and network with more professionals. Hueston also wants to improve her networking skills, especially in the economy we are in today with social distancing becoming a new norm and many things moving remotely. She believes it is important to develop her skills of socializing through online platforms. Another goal of hers is to establish a name for herself in the fashion industry. Obtaining an apprenticeship is another one of her goals. Apprenticeships are more geared towards working directly with a master in said field and she feels like although internships are tremendously beneficial an apprenticeship will be a great opportunity as well. To get hired at either her internship or apprenticeship is another goal for Danielle and from there the next goal would be to secure a managerial position at the company. To one day become a mentor or influencer for someone else in the industry is also a long term goal of hers.

One of her personal goals is to end her current and final semester in undergrad on the Dean's List. To achieve this she plans on getting an A in each of her four classes. She also wants to graduate with at least a cumulative 3.5 grade point average. Another goal is to start a fashion blog. This is a short term goal that can be easily achieved, however, Hueston is waiting until she graduates before creating it so she can be more dedicated and consistent to her craft. Another

goal for Hueston is to learn another language. Although she currently is bilingual and capable of speaking English and Spanish frequently, she feels learning an additional language will also provide an even bigger competitive edge. It is also proven that learning foreign languages helps to improve listening and memory skills which can be a helpful attribute to any company (De Valoes, 2015).

As she has lived in New York City her whole life not only is Hueston used to working fast and efficiently but she has also done countless acts to help contribute to her community. This includes working as a volunteer at a food pantry where she helped serve food to those in need. Hueston has also assisted with the Love Express newspaper, as a courier, transporting papers on a monthly basis. She has participated as a volunteer at several soup kitchens throughout the city, where she aided with serving food to the homeless. She has also helped curate Thanksgiving and Toy drives, helping to provide food and gifts to those in need.

The fashion industry in New York City alone employs 180,000 people annually and accounts for six percent of the entire city's workforce (NYC International Business, 2020). However with COVID-19 reducing the jobs available it is expected that the marketplace is even more competitive than it has ever been. In the midst of this Hueston believes her strengths place her in a better position than her counterparts. As mentioned previously Hueston is bilingual and although there is no official language for the United States she can speak the two most commonly used languages in the country, English and Spanish. Hueston is also certified in XI Sexual Harassment which included training in Sexual Harassment, Gender Based Harassment and Sexual Violence, which is essential for working at any business. Working at her current internship has also given her connections to New York City's top furriers, embroiderers, fabric dyers and fashion vendors. Danielle is also very organized and works well independently and

with others. A weakness for her would be that although she has a lot of working experience she does not have much experience in her field. Another weakness for her is public speaking. Although communication is one of her strengths it does become a weakness depending on how many people she has to speak to at once. Opportunities include her efficiency and following on social media platforms including Tik Tok, Instagram, YouTube etc. As technology advances rapidly daily, one of the most used marketing strategies has recently been through social media platforms and influencers. Danielle Hueston can offer both her influence and knowledge of these platforms to help improve and enhance any business she works with. A threat presented to Hueston would be that most of her competitors are likely to be more confident with public speaking. This will ultimately put them in a better predicament in the workplace than her.

References

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