

Brand Image Project By: Dominique Whelan

My Brand

My brand is named Dominique Whelan. I see myself as deeply grounded in self-awareness and committed to personal growth. I prioritize genuine connections, constantly seeking ways to build meaningful relationships rooted in love, authenticity, and mutual understanding. My life is guided by a desire to create balance, where I can embrace joy and inner peace while remaining true to who I am. Family and friendships hold a special place in my heart, and I make it a point to nurture these bonds with care, thoughtfulness, and respect. Self-expression is vital to me, whether it's through creativity or simply being present with others, and I view it as a reflection of my inner self. My journey is one of ongoing growth—emotionally, spiritually, and intellectually—while remaining deeply rooted in the values of kindness, creativity, and integrity that guide me.

My Logo



My logo represents the balance I strive for in life. The crescent moon symbolizes my calm and reflective side, the part of me that values introspection, self-awareness, and inner peace. The sun rising on the other side reflects my energy, optimism, and the bright beginnings I'm constantly moving toward. Together, they represent the harmony I aim to create between growth and serenity, day and night, rest and action (Bell & Ternus, 2017). In the center are my initials, 'DW,' tying these elements back to who I am at my core. The font I used named Madelyn, from Canva, illustrates my love for script hand-writing, which most people think is a forgotten form of penmanship (Bell & Ternus, 2017). The delicate border edges give the design an elegant feel, reflecting the importance I place on authenticity and grace. The soft colors

reflect the gentleness and warmth that I want to radiate in my personal life, creating a sense of balance and harmony in everything I do (Bell & Ternus, 2017).

My Personal Mission Statement

My mission is to live a life grounded in authenticity, kindness, and continual personal growth. I aim to nurture meaningful connections with those around me, fostering a positive impact through love, empathy, and understanding. I believe in constant change within myself—emotionally, spiritually, and intellectually—while remaining true to my core values of balance and integrity. My goal is to cultivate a life where creativity and self-expression thrive alongside peace and purpose. Ultimately, I strive to inspire others to live courageously and authentically, embracing their unique journeys with confidence.

My Professional Mission Statement

As a future leader in the fashion and beauty industries, my mission is to leverage my past successes and core values to drive impactful change. Drawing from my experiences as store manager of a fashion boutique and my academic achievements, such as Dean's List, I am committed to fostering creativity and innovation. I prioritize hard work, integrity, and inclusivity, believing these principles are essential for creating an authentic brand that resonates with consumers. Through my volunteer work at my local church and community, I aim to empower others and promote collaboration. Ultimately, I aspire to shape the future of the fashion and beauty industries in a way that reflects my dedication to authenticity and inclusivity.

My Personal Objectives

- Successfully finish all required courses and maintain a strong GPA to ensure a solid academic foundation for entering the workforce.
- Develop a consistent morning routine that includes activities like exercise, healthy eating, and goal-setting to promote productivity throughout the day.
- Enhance my LinkedIn profile to connect with industry professionals, showcase achievements, and actively engage with relevant content.
- Dedicate time each week to reading industry news, articles, and reports to stay updated on trends in fashion and marketing.
- Create a budget plan to manage expenses leading up to graduation and save for future career-related expenses.

My Professional Objectives

- Fully engage in my internship at AS Beauty, taking initiative on projects and delivering high-quality work to gain valuable experience and professional references.
- Research potential employers and create a list of target companies where I would like to apply for full-time positions after graduation.
- Participate in at least two career development workshops offered by the Professional Development Center to improve job search strategies and interview skills.
- Schedule meetings with mentors or professors to discuss career aspirations and gather feedback on my current projects and professional development.

- Register for and attend at least one fashion or marketing conference to gain insights into industry trends and network with professionals.

My Personal Goals

- Commit to a balanced diet and regular exercise routine to improve physical and mental well-being.
- Aim to visit a certain number of countries each year to experience different cultures and broaden personal horizons.
- Focus on nurturing meaningful relationships with family and friends, prioritizing quality time and open communication.
- Set financial goals that lead to independence, including saving for major life events, such as buying a home or retirement.
- Dedicate time each week for self-care activities, such as journaling, meditation, or nature walks.
- Commit to focusing on a new hobby to enhance my creativity.

My Professional Goals

- Aim to advance to a managerial or leadership role within the fashion or beauty industry, guiding teams and influencing strategic decisions.
- Develop and launch a personal fashion line that reflects one's unique style and values.
- Obtaining a master's degree or specialized certification in fashion management or marketing to enhance expertise and career prospects.
- Plan to travel internationally to gain inspiration from different cultures and fashion markets.
- Work toward making a positive impact in the industry by advocating for sustainable practices and ethical standards within fashion and marketing.
- Continue to grow my LinkedIn profile to the best of my ability to enhance future partnerships and networking opportunities.

SWOT Analysis

SWOT ANALYSIS

STRENGTHS

- ABILITY TO QUICKLY ADJUST TO NEW TRENDS, TECHNOLOGIES, AND CHANGES IN THE MARKET, ENSURING EFFECTIVENESS IN THE FASHION/BEAUTY INDUSTRIES.
- PROFICIENT IN ANALYZING DATA AND MARKET RESEARCH TO INFORM DECISION-MAKING AND DEVELOP EFFECTIVE MARKETING STRATEGIES.
- A DEEP ENTHUSIASM FOR THE FASHION AND BEAUTY INDUSTRIES, DRIVING MOTIVATION AND COMMITMENT TO CREATING IMPACTFUL WORK.
- STRONG ABILITY TO WORK COLLABORATIVELY IN DIVERSE TEAMS, VALUING DIFFERENT PERSPECTIVES TO ACHIEVE COMMON GOALS.
- STRONG FOCUS ON DETAILS, ENSURING HIGH-QUALITY WORK AND MINIMIZING ERRORS IN PROJECTS AND CAMPAIGNS.

WEAKNESSES

- WHILE I HAVE INTERNSHIP EXPERIENCE, THE ONLY EXPERIENCE I HAVE IN A CORPORATE SETTING IS IN MARKETING.
- OVER-WORKER, SOMETIMES TAKING ON TOO MANY TASKS AT ONCE CAN POTENTIALLY LEAD ME TO BURN OUT AT POINTS.
- LIMITED EXPERIENCE USING ADVANCED DATA ANALYSIS TOOLS, WHICH COULD AFFECT MY ABILITY TO DERIVE INSIGHTS FROM MARKET RESEARCH EFFECTIVELY.
- STRUGGLING TO PRIORITIZE SELF-CARE AMIDST ACADEMIC AND PROFESSIONAL COMMITMENTS.
- OCCASIONALLY FEELING RESISTANT TO ADOPTING NEW TECHNOLOGIES OR PROCESSES.

OPPORTUNITIES

- THE GROWING INFLUENCE OF SOCIAL MEDIA PERSONALITIES IN FASHION AND BEAUTY CREATES OPPORTUNITIES TO COLLABORATE ON MARKETING CAMPAIGNS, REACHING WIDER AUDIENCES.
- INCREASED CONSUMER AWARENESS AND DEMAND FOR SUSTAINABLE PRODUCTS PRESENT OPPORTUNITIES TO DEVELOP AND MARKET ECO-FRIENDLY BRANDS.
- UTILIZING PLATFORMS LIKE INSTAGRAM AND TIKTOK TO BUILD A PERSONAL BRAND AND CONNECT WITH LARGER AUDIENCES IN THE FASHION AND BEAUTY INDUSTRIES.
- THE INCREASING IMPORTANCE OF AUTHENTIC BRAND NARRATIVES ALLOWS FOR INNOVATIVE MARKETING STRATEGIES THAT CONNECT EMOTIONALLY WITH CONSUMERS.
- THE GROWING DEMAND FOR PERSONALIZED PRODUCTS AND EXPERIENCES IN THE FASHION AND BEAUTY INDUSTRIES ALLOWS FOR THE DEVELOPMENT OF TAILORED MARKETING STRATEGIES AND CUSTOMIZED OFFERINGS, ENHANCING CUSTOMER SATISFACTION.

THREATS

- THE FAST-PACED NATURE OF FASHION AND BEAUTY TRENDS CAN MAKE IT CHALLENGING TO STAY RELEVANT AND MEET CONSUMER EXPECTATIONS.
- ECONOMIC DOWNTURNS MAY AFFECT CONSUMER SPENDING HABITS, IMPACTING BRAND SALES AND GROWTH.
- CHANGES IN CONSUMER BEHAVIOR AND PREFERENCES MAY IMPACT THE DEMAND FOR SPECIFIC PRODUCTS OR SERVICES.
- THE POTENTIAL FOR BOYCOTTS ON SOCIAL MEDIA CAN QUICKLY DAMAGE A BRAND'S REPUTATION IF CONSUMERS PERCEIVE IT AS UNETHICAL.
- AN OVERSATURATED MARKET IN THE FASHION AND BEAUTY SECTORS CAN MAKE IT DIFFICULT FOR NEW BRANDS TO STAND OUT AND GAIN CONSUMER ATTENTION.

References

Bell, J., & Ternus, K. (2017).

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