

Strengths

- Taking the initiative and working collaboratively, balancing leadership roles and teamwork.
- Stays focused and positive when facing setbacks, maintaining motivation and drive.
- Effectively communicates ideas and collaborates with teams, both in writing and speaking.
- Thorough and meticulous, ensuring high-quality work and minimizing errors in all tasks.
- Ability to understand and empathize with others, fostering strong collaboration and positive client relationships

Passions

- To create products and experiences that make people feel confident and authentic in their personal style.
- Excited by the process of developing and growing a brand, from concept to identity and market presence.
- Enjoys experimenting with new recipes, ingredients, and cooking techniques in the kitchen.
- Loves hiking, camping, or exploring nature and spending time outdoors to stay connected with the environment.
- Enjoys the spontaneity of improvisational theater, using it as a way to enhance creativity and quick thinking.

Work Experience

- *AS Beauty (August 2024 - December 2024):* Recorded influencer campaign schedules and interpreted brand messaging to ensure alignment with company values.
- *The Wicked Monk (June 2021 - Present):* Provided personalized service by retrieving customer orders and preferences, enhancing the overall guest experience.
- *Ruby and Jenna (August 2018 - September 2019):* Managed visual merchandising and store displays to attract customers and enhance their shopping experience.
- *Alaskan Sun Tanning (January 2016 - January 2017):* Explained promotional offers to customers, helping them understand the benefits and increasing sales conversions.
- *Annie Sez (September 2014 - January 2016):* Leveraged in-depth product knowledge to provide tailored recommendations, resulting in increased customer satisfaction and repeat business.

Life Experiences

- Explored diverse cultures by traveling to several countries, gaining a global perspective on fashion and consumer behavior.
- Engaged in personal creative projects, such as designing and sewing garments, which enhanced hands-on skills in fashion design and production.
- Attended various fashion shows, art exhibitions, and cultural festivals to stay informed about industry trends and network with professionals.
- Attended workshops on leadership, teamwork, and personal growth, enhancing skills applicable in both professional and personal settings.
- Built meaningful relationships with mentors in the fashion industry, gaining insights and guidance that shaped career goals.

Network

- Engaged with resources and workshops offered by the Professional Development Center to enhance career readiness and networking opportunities.
- Developed relationships with faculty members, gaining insights and mentorship from experienced professionals in the fashion and business fields.
- Connected with alumni from CUNY NYCCT, leveraging their experiences and advice for navigating career paths in fashion and marketing.
- Fostered connections with fellow students in fashion and business programs, sharing knowledge, resources, and support for academic and professional growth.
- Cultivated a professional network during my internship as a Brand Marketing Intern by connecting with industry influencers and brand representatives.

Volunteer & Co-Curricular Work

- Attended a series of seminars focused on financial literacy and investment strategies, enhancing understanding of financial management in the fashion industry.
- Engaged in the "Women of Future Industries: From Runway Models to Role Models" event by Women.NYC, gaining insights into the role of women in various industries and networking with influential leaders.
- Took part in the "Future Now: Virtual Sneakers to Cutting-Edge Kicks" event organized by the American Federation of Arts, exploring the intersection of fashion, technology, and sustainability in sneaker design.
- Dedicated time to care for animals at the shelter, assisting with daily operations, socializing pets, and promoting animal adoption efforts to support the local community.
- Actively participated in student council initiatives, organizing events and fundraisers to foster school spirit and support various charitable causes.

Personal Short-Term Goals

- 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.
- Create or enhance a 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.

CAREER MAP

BY: DOMINIQUE WHELAN

Personal Long-Term 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.
- Creating a loving home and nurturing a family.

Professional Short-Term Goals

- 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.

Professional Long-Term Goals

- Aim to advance to a managerial or leadership role within the fashion 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.