



Guadalupe Soriano is a creative, determined, and detail-oriented individual. She is a friend, daughter, and first-generation student who is passionate about learning, getting creative with styling, and loving makeup looks. She is known for taking the initiative in tasks, having a forward-thinking mindset, and always going for what she wants. Soriano is currently working towards obtaining her baccalaureate degree in the business and technology of fashion from the New York City College of Technology (CUNY). She seeks an interest in the business side of fashion and learning to lead and manage a team. She is acquiring knowledge to fulfill her goals. She also wishes to one day have her own cosmetics line inspired by her heritage.

Soriano's logo is distinctly designed with a combination of delicate light pink tones complemented by a bold dark font that prominently displays her name. The soft baby-pink hue conveys her genuine and playful spirit (Bell, 2024). The dark pink shade that lies across the capped lettering conveys her strength, confidence, and ambitions (Kive,2024). The use of pink, a blend of red's passion and white's purity, evokes a sense of comfort, warmth, and hope, thereby underlining the emotional connection that her brand aims towards (Ken Phillips, 2024). By specifically choosing these colors, Soriano embodies her brand's core image and values, which revolve around love, nurture, and compassion.

Continuing with a soft, feminine, and strong approach, the fonts featured create a formal balance of elegance and creativity. Her font choices included Cinzel Decorative for the large GS and Livvic for her name spelled across. These fonts offered a modern and clean look, providing a strong, bold, and professional tone in Livvic. Cinzel Decorative displays a curved line, which gives her brand a warm and feminine touch (Bell, 2024). This particular design choice exudes a sense of gentleness and warmth, creating an inviting atmosphere that harmoniously resonates with her brand image and authentic identity.

Throughout Soriano's personal and professional development, she has been dedicated to improving her industry skills. This includes having a detailed understanding of product development, proficiency in textile techniques, comprehensive knowledge of luxury market analysis, the ability to foresee upcoming trends through trend forecasting, and an expertise in designing effective visual merchandising strategies. Her journey includes completing advanced coursework in business and attending workshops focused on production and communication development. She has gained experience in the industry by working with a team during her internship to develop data entry and improve her analysis skills. She is eager to gain experience within the industry and apply her knowledge in a professional setting. She actively participates in academic and industry events to expand her network, build meaningful connections with employers and colleagues, and gain valuable insights from those around her. Soriano's ability to showcase her work effectively illustrates a deep understanding and expertise in fashion and business. She has dedicated herself to obtaining an in-depth study of the various facets of the fashion industry.

Guadalupe is dedicated to creating a flourishing career path that caters to her professional aspirations that allows her to contribute to the fashion industry. While she revels in the artistic and creative freedom that the fashion world offers, she is enchanted by the business facets of the industry. She is animated by the many possibilities that await as she prepares to enter the professional sphere. Whether collaborating with forward-thinking brands or embarking on establishing her brand, she is eager to leave her legacy and champion constructive transformation within the industry.

Personal Goals

1. Learn a new Language.
 - Research which language to learn
 - Learn the basic vocabulary
 - Connect with someone who knows the language
 - Get on Duolingo
 - Take language courses
2. Travel to Japan
 - Save enough money
 - Research when it is a good time to travel
 - Know the culture
 - Renew Passport
 - Research countries laws
3. Get my driver's license.
 - Learn not to be scared of the road
 - Take the written exam
 - Get my learner permit
 - Take driving class
 - Pass the driving test with very minimal errors
4. Have a healthier lifestyle.
 - Start waking up early.
 - Drink more water
 - Go on daily jogs
 - Less screen time
 - Eating less sweets/carbs
5. Own a home
 - Know where I want to own a home
 - Have good credit
 - Have enough savings
 - Get in touch with a real estate agent
 - House hunting

Professional Goals

1. Graduate with my Bachelor's degree.
 - Pass all remaining classes with good grades
 - Work on final assignments
 - Turn in work on time
 - Participate in classroom discussions
 - Seek advisement to see if I am on track
2. Promotion at my current employment
 - Stay connected with the store lead
 - Take initiative with solo tasks
 - Be on time
 - Make it known to leads about moving up
 - Start applying for positions.
3. Leadership development
 - Set lead goals
 - Continue to learn more to help develop skills
 - Seek a mentor
 - Practice skills in the workplace
 - Self-assess to see where there is a need for improvement
4. Search for a job in the industry
 - Update my LinkedIn
 - Network in the industry
 - Job search
 - Update my resume
 - Get my degree
5. Continuing my education (Graduate school)
 - Have a clear career goal
 - Research schools and programs
 - Have appropriate application materials ready
 - Build a strong portfolio
 - Study for any academic exams prior to registration

Swot analysis

Strengths

- Creative
- Takes initiative
- Detail-oriented
- Problem-solving
- Dependability

Weakness

- Time management
- Overthinking
- Procrastinating
- People-pleaser
- Lack of commitment

Opportunities

- Living in NYC, a tourist city
- Networking skills
- attending graduate school
- Have excelled in course curriculums
- Internship availability

Threats

- Competition in location setting
- Competition from academic reach from other schools
- Not having the appropriate experiences
- Economic uncertainty
- Change in the market in global events

References

Bell, J. A. (2024). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. United States: Fairchild Books.

Dark pink. Dark Pink. (n.d.). <https://kive.ai/colors/color-meanings/dark-pink>

Ken Phillips

Mr. Philips has spent the last 30 years in product development and management. (n.d.). *Ken Phillips*. Color Measurement Spectrophotometer Supplier & Manufacturer. <https://www.hunterlab.com/blog/the-color-pink/#:~:text=As%20the%20mix%20between%20red's,happiness%20with%20%E2%80%9Ctickled%20pink.%E2%80%9D>