

Brand: Jesenia Bravo (Spectacular Senia)

I am a passionate and driven Latina with a keen eye for fashion and beauty. I'm a creative with a love and passion for fashion who thrives on challenges, values adaptability and seeks opportunities to make positive impacts. I am motivated by continued learning and growth, both personally and professionally. As a tech-savvy creative, I am constantly seeking innovative ways to make a positive impact on the industry.

My journey began with a love for all things artistic. This passion led me to pursue a bachelor's degree in Business and Technology of Fashion at the City University of New York, City College of Technology. To further hone my skills, I recently completed an internship at AM:PM Gallery, where I gained valuable experience in exhibition coordination, gallery management, and customer servicing.

My vast experience managing teams at The Children's Place has equipped me with strong leadership, customer service, and operational skills. As a skilled nail artist, I provide high-quality nail services to clients within the New York City area. I enjoy working with others and value teamwork, while also treasuring thinking outside of the box to achieve goals.

I am proficient in various design tools, including Adobe Photoshop and Canva, and I am comfortable utilizing business management software such as Kronos and Shopify. To stay updated with industry trends, I actively participate in community events, workshops, webinars, as well as industry events. My bilingual abilities in English and Spanish allow me to effectively communicate with diverse clients and communities.

I am passionate about innovation, adaptability, and making a positive impact. I am excited to continue learning and growing in the fashion and beauty industry.

Mission Statement

As a brand, I am committed to making a positive impact on all aspects of my life: my career, family, and community. I strive for daily growth, continuously learning and developing my expertise and skills. My goal is to become a respected professional who inspires others.

I value integrity, hard work, and excellence. I seek an opportunity to showcase my creativity and artistic talent in visual merchandising and fashion. I aspire to become a successful and respected professional within a renowned high-fashion brand.

Ultimately, I am determined to live a fulfilling life by pursuing my passions and securing a bright future for my family.

Brand Logo: Senia Bravo



The logo for Senia Bravo is a vibrant and stylish representation of the brand's identity. The combination of pink and black creates a visually striking contrast, with pink symbolizing femininity and beauty, and black representing strength and professionalism. The curved lines in the "S" draw on the femininity while the straight lines in the "B" further emphasize the strength and pride qualities (Bell & Ternus, 2017). The addition of nails and a face highlights the focus on beauty and nail care. The font is cinzel decorative inspired by roman art (Cinzel Decorative – Google Fonts). The Cinzel Decorative font adds a touch of artistic flair, complementing the overall aesthetic.

This logo effectively communicates the brand's values and target audience. It conveys a sense of beauty, elegance, creativity, and professionalism, making it a strong visual representation of Senia Bravo's brand.

Objectives

Personal Objectives:

1. Graduate this year
 1. Attend my classes and participate in discussions
 2. Finish all required schoolwork while aiming for a great grade
 3. Successfully complete my OpenLab website, highlighting my BUF school path and give a great presentation
 4. Attend networking classes, foster relationships with classmates for future opportunities

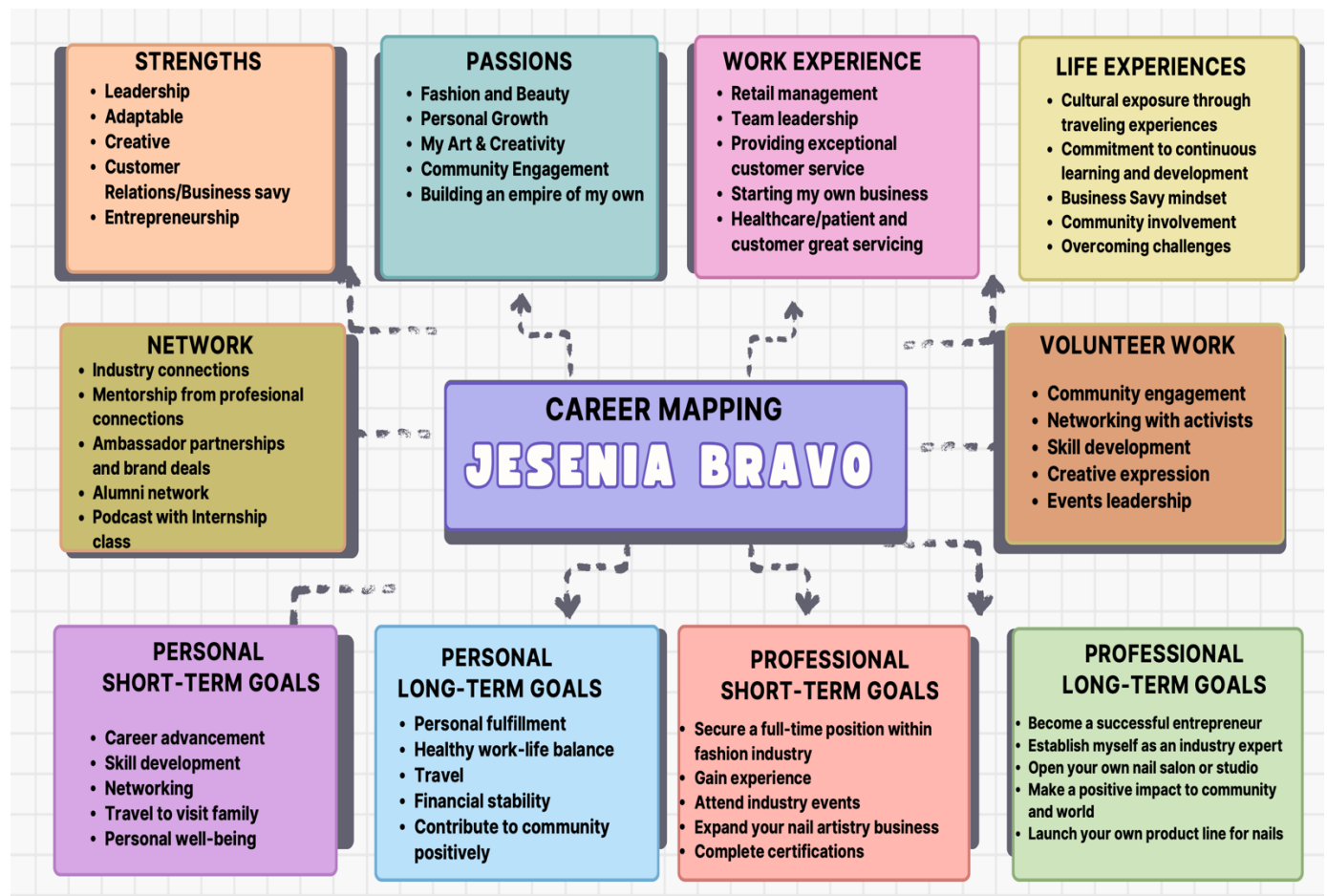
5. Maintain a healthy internship to school and life balance that won't deter my academic semester
2. Apply for master's business or fashion after career kicks off
 1. Research graduate programs and fashion opportunities that align with my goals
 2. Identify potential scholarship opportunities that can help financially ease the cost
 3. Speak to faculty about their paths and potential insights or opportunities
 4. Research into application process, start to gather required documents
 5. Reach out to minimum 5 individuals for reference letters that will contribute a positive letter to help my application
3. Start transition into finding a right fit with my values and career growth
 1. Research careers within fashion and potential paths that align with my values and desires
 2. Network with professionals at events or fashion alumni to seek insight into paths or opportunities
 3. Continue to work on resume and creating great cover letters for each application highlighting my skills, career path and school success.
 4. Practice interviewing and gaining confidence to showcase ability and skills
 5. Learn about interview questions, process scenarios and seek great businesses that align with my values.
4. Contribute to my community and make a positive difference in the lives of others.
 1. Volunteer min 100 hrs. a year at schools or community, help to inspire next generations
 2. Organize or participate with events like Jackson Heights Day
 3. Create a social media page or outlet to speak on topics that aren't highlighted enough in society
 4. Mentor a youth and future generation from my path and give tips on what has worked and what to avoid
 5. Create my own event for nail care to show the importance and opportunities available especially for kids
5. Building brand, marketing for my business
 1. Create an online influence. Start a fashion blog or vlog through YouTube showcasing my favorite celebrity looks of the week or trendy products and fashion topics that I enjoy
 2. Develop a website that showcases and draws customers into a one stop shop access for my nail business
 3. Use consistent content on social media apps to engage potential customers
 4. Enhance my marketing skills on social media
 5. Grow reach and communicate with nails community to create awareness about my brand

Professional Objectives:

1. Career Advancement: Secure a challenging and fulfilling position with a major fashion brand or get feet into high couture exposure.
 1. Network strategically by attending industry events such as fashion shows, conferences and other network events. Develop short term and long-term goals to assist with meeting priorities
 2. Research top brands I value, inquire into their career's websites for opportunities
 3. Leverage my online platform through LinkedIn, Instagram and TikTok and connect with potential recruiters in fashion or with fashion brands
 4. Gain relevance experience through internships or freelance experience that are valuable to prospective employers
 5. Volunteer or contribute to AM:PM Gallery projects to showcase my creative artwork and add to my portfolio to showcase my ability and skills with fashion
2. Skill Development: Develop expertise in with marketing
 1. Participate and enroll in webinars or courses that will help develop my skills and goals to aim for using CourseEra
 2. Attend conferences to network and learn from leaders in the industry like Digital Marketing World Forum
 3. Obtain marketing certifications that will validate my gained knowledge and apply my learned skills in professional settings
 4. Practice marketing skills with my own business to engage with consumers and track data to gauge engagement and if the skills are being used properly.
 5. Contribute to visual merchandising for storefront or retail brands and learn from team leaders to develop and eventually run the merchandising
3. Professional Network: Build a strong professional network and establish relationships with industry leaders especially nail sector.
 1. Attend beauty industry events: Participate in conferences, professional workshops, or trade shows to stay updated on nail trends.
 2. Connect with professionals and partner with brands for ambassador deals.
 3. Seek a mentor or coach with established brand that can share their experience, advises and guide towards a successful career
 4. Collaborate with other artists through social media or other related groups, engaging with others
 5. Join professional organizations, become a contributing member and build meaningful relationships that can help with career growth and learning skills
4. Leadership Opportunities: Seek out opportunities to take on leadership roles and develop my management skills.
 1. Brainstorm events and opportunities for AM:PM Gallery internship, eventually being able to host an event and lead
 2. Build on previous strong management skills and mentor or develop someone
 3. Take on leadership courses or opportunities if provided by company to develop leadership skills
 4. Practice effective communicating read about industry standards and commonly used mantras that can help with teaching others. Practice public speaking and continuing to develop listening skills and learning from constructive criticism

5. Identify strengths and values using SWOT analysis on myself periodically to continuously grow and become a model for others to strive to be and want to learn from
5. Gain experience in editorial work:
 1. Seek opportunities to specialize in fashion shows working media productions through nails. Learn from networking professionals who currently thrive in this industry
 2. Build a portfolio showcasing ability and skills to display and be able to offer services to prospective brands
 3. Continuously keep learning and developing writing and editing skills. Creating often and seeking criticism and advises from mentors or other editors
 4. Researching fashion shows and brands and learning about how shows work, volunteering and looking for opportunities to attend and work events to gain knowledge
 5. Develop niche for nails marketing and used gained knowledge and skills to develop skills using social media editing and creative designs to show ability

Career Mapping



SWOT Analysis

Strengths

- Strong foundation in fashion and beauty: Deep understanding of industry trends, products and gain knowledge from BUF classes in City Tech
- Entrepreneurial spirit: Passion for starting and growing businesses, combined with a strong work ethic. Ability to think outside the box and generate new ideas.
- Tech-savvy: Proficient in using digital tools and platforms for marketing, content creation, and business management.
- Excellent communication and people skills: Effective at building relationships, great customer servicing skills and people person

Weaknesses

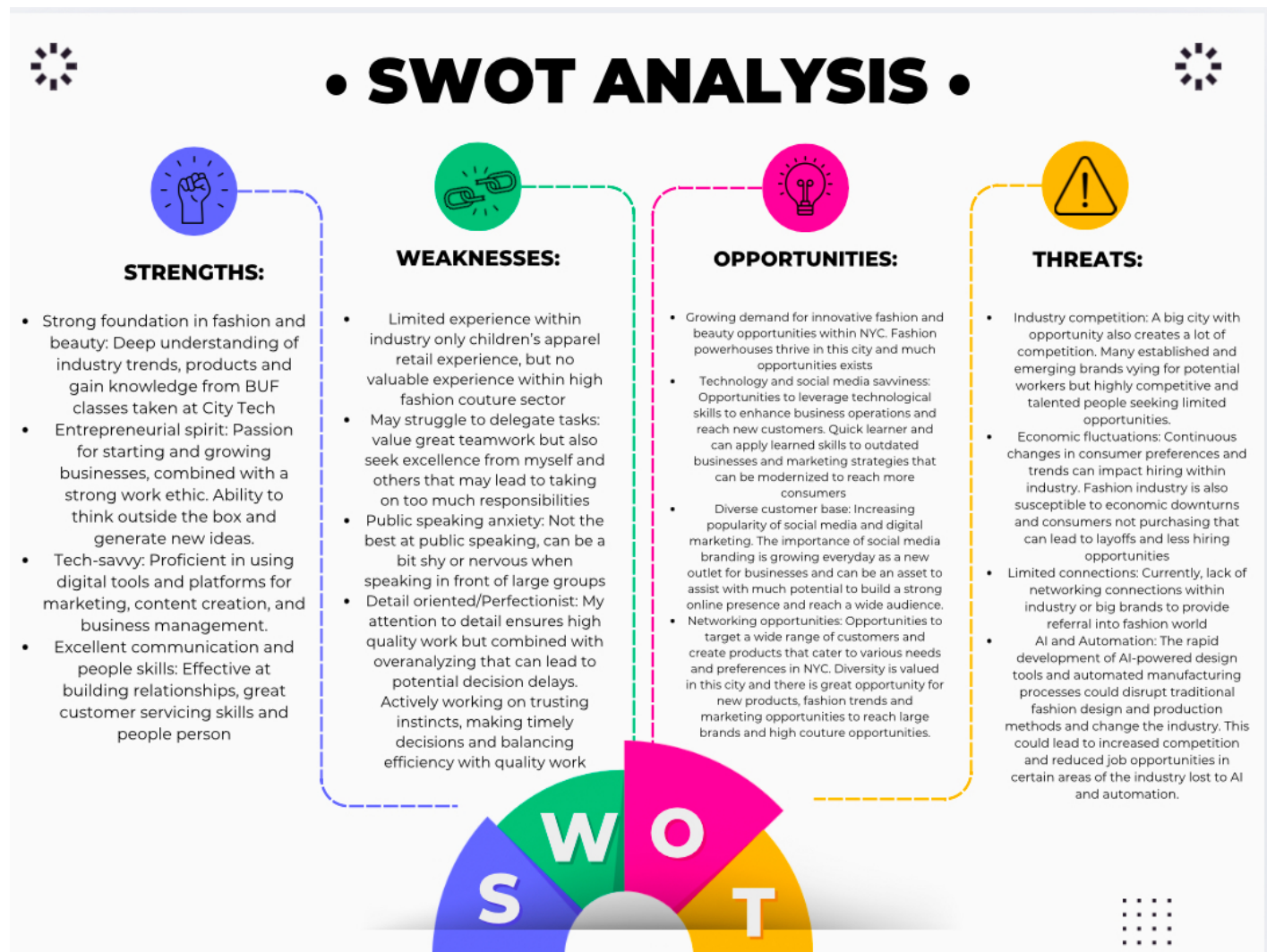
- Limited experience within fashion industry: Have retail and children's apparel experience, but no valuable experience within high couture sector I want to join
- Can be perfectionist: May sometimes struggle to delegate tasks or compromise on quality, value great teamwork but also seek excellence from myself and others that may lead to taking on too much responsibilities
- Public speaking anxiety: Not the best at public speaking, can be a bit shy or nervous when speaking in front of large groups
- Detail oriented, overanalyze: My attention to detail ensures high quality work but combined with overanalyzing situations, can lead to potential decision delays. Actively working on trusting instincts, making timely decisions and balancing efficiency with quality work

Opportunities

- NYC fashion market: Growing demand for innovative fashion and beauty opportunities within NYC and huge fashion market in this city. Fashion powerhouses thrive in this city and much opportunities exists
- Technology and social media savviness: Opportunities to leverage technological skills to enhance business operations and reach new customers for big brands. Quick learner and can apply learned skills to outdated businesses and marketing strategies that can be modernized to reach more consumers
- Diverse customer base: Increasing popularity of social media and digital marketing. The importance of social media branding is growing everyday as a new outlet for businesses and can be an asset to assist with much potential to build a strong online presence and reach a wide audience.
- Networking opportunities: Opportunities to target a wide range of customers and create products that cater to various needs and preferences in NYC. Diversity is valued in this city and there is great opportunity for new products, fashion trends and marketing opportunities to reach a large brands and high couture opportunities.

Threats

- Industry competition: A big city with opportunity also creates a lot of competition. Many established and emerging brands vying for potential workers but highly competitive and talented people seeking limited opportunities.
- Economic fluctuations: Continuous changes in consumer preferences and trends can impact hiring within industry. Fashion industry is also susceptible to economic downturns and consumers not purchasing which can lead to layoffs and less hiring opportunities
- Limited connections: Currently, lack of networking connections within industry or big brands to provide referral into fashion world
- AI and Automation: The rapid development of AI-powered design tools and automated manufacturing processes could disrupt traditional fashion design and production methods and change the industry. This could lead to increased competition and reduced job opportunities in certain areas of the industry lost to AI and automation.



References

Bell, J. A., & Ternus, K. (2002). *Silent Selling: Best practices and Effective Strategies in visual Merchandising*. <http://ci.nii.ac.jp/ncid/BB15546574>

Cinzel decorative - Google Fonts. (n.d.). Google Fonts. <https://fonts.google.com/specimen/Cinzel+Decorative>