

BUF 4900: INTERNSHIP

Your Brand Image-Jessica Rosa

Part 1

You are developing your resumes, cover letters, preparing references, and revamping your New York City College of Technology e-Portfolio for Open Lab and future employers. It is now to write about your brand image and what values you stand for as a brand.

Developing Your Brand

1. What is your brand? How do you identify yourself? Describe yourself?

Describe your best personal, individual characteristics and express them as you want to develop them. Develop a brand logo that represents you (*an original*).

-My brand is Jessica Rosa. I am a wife, a daughter, and a sister. These roles are truly heavy and continue to shape who I am. I identify myself as a Calm and reliable person. I am also person that wants to evolve and create new opportunities and keep myself up to date with the latest trends (youthful).

2. Write a mission statement about yourself as a company (or brand), what would be your *direction, opportunity, significance, and achievement*? What is your value?

Describe your mission in no less than five (5 sentences). *Write your personal and professional mission statement for your potential employers.*

- Personal Statement: My personal mission is to continue to evolve in all aspects of my life. My brand values uniqueness, honesty, and personal growth. As new opportunities arise, so does challenges that come with it. To ensure personal growth one must overcome the challenges that come along with it.

Professional Statement:

- By having a keen eye for color, and through trend research this will help on the decision of future trends, silhouettes, and colors of the season. Also, ensuring accuracy in the product development process with the use of time-management and organizational skills. Both skills will be used to ensure that product information, and marketing are all done in a timely fashion.
3. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. *Please write five (5) personal and professional objectives that support your mission statement.*

Personal Goals

1. Have my own house
2. Build wealth
3. Have retirement funds
4. Have a non-profit organization
5. Travel the European and Asian continent

Professional Goals

1. Be an Adjunct Fashion Management Business Professor
 2. Own a fashion business wear line
 3. Be a Trend Forecaster-collaborate with Pantone
 4. Work for a Magazine
 5. Be a Fashion Editor in Dominican Republic
4. Write down specific personal and professional goals. Goals are specific quantitative (measurable) statements that will support your objectives. You may need more goals other than five (5). These are short stated measurable steps to meet objective statements. *Please write more than five (5) personal and*

professional goals that support your objectives. Some goals can be short-term while other goals can be long term.

5 Personal Goals/objectives

1. Learn more about investing: Economic Health
2. Sketch more: This will help me to become a skillful worker
3. Save up: Economic health
4. Have more trips: Help with mental health
5. Have my own car: comfortable and independent method of transportation

5 Professional Short-Term Goals

1. Obtain Baccalaureate Degree: Sets me up towards my career path goal
2. Learn Photoshop, Illustrator, and InDesign: Learning the design system for a designer will make me be an asset for employers
3. Build online portfolio: This will help showcase my area of expertise. It gives the employer a deeper view of one's talent.
4. Gain experience in the fashion Industry
5. Obtain a fashion job

In order to write your mission statement:

- a. Look at your past successes (your detailed resume and cover letter)*
- b. What were you successful at doing? What are the running themes in your resume?*

-Organizational skills

-Customer service skills- Resolving customer issues

-Multi-tasker

-Team player

-Reliable

-Bilingual (English and Spanish)

c. *Core Values (what do you value? Hard work? Creativity? Honesty?)*

Hard work, honesty, reliability, and dedicated

d. *Contributions: Where have you contributed? Your community? Your university?*

How would you position yourself in the marketplace against your competitors? Please describe. You can use a SWOT analyses.

S	W
-Time management, Punctual, Keen eye for color, fabric knowledge	Not an expert utilizing design programs, not an experienced fashion professional yet
O	T
Open to work at various level in the industry	Many brands are practicing the minimalistic look, and more experienced professionals are highly considered for design jobs

My brand name is Jessica Rosa. I chose forest green, copper, black and white to be part of my brands color story. Each brand color has a meaning; for example, green represents tranquility and nature, copper is elegance and black is sophistication, and strength. Lastly white, which represents purity. My logo is the Letter of my last name ‘R’ I chose to extend the R and create a Rose at the end because that is what my name means.

Jessica
ROSA



Format

The Image research should be at least three- five pages and typed using Times New Roman 12point font. APA format is to be used for citations and the reference page as research is expected to be used, even at a minimal. Create a name for the brand (for example, *Effervescing Alyssa*)

PART II – ORAL PRESENTATION

The project will be presented orally to the class. Visuals and designs in the PowerPoint must be used to enhance the presentation. APA must also be used.