



My personal brand is Lizeth Pilamunga graduating student from the Business and Technology of Fashion BS Degree from the New York City College of Technology within CUNY. Some of my skills are:

1. Time management
2. Hardworking
3. Adaptability
4. Creative
5. Attention to detail

My logo is green and white is a graphic symbol using the colors green and white, either exclusively or predominantly. Green is commonly associated with nature, growth, harmony, and balance, while white connotes purity, clarity, and simplicity. Vertical lines can evoke a sense of height or dignity, while horizontal lines can suggest calmness or balance. My logo with strategically placed vertical and horizontal lines can effectively communicate a brand's values, personality, and identity (Bell 2021).

My name is Lizeth Pilamunga, and I am a student of Business and Technology of Fashion. I am excited to introduce my ePortfolio, which showcases my academic and professional experiences in the field of fashion business and technology. My ePortfolio represents my passion for fashion business and technology and my commitment to excellence in the field. I hope that it will inspire and inform others who share my interests and goals.

### **Leading a fashion brand or company**

1. Gain experience in the fashion industry
2. Develop leadership skills
3. Build my own personal brand

### **Working in fashion merchandising or retail management**

1. Develop strong communication and customer service skills
2. Learn about visual merchandising
3. Keep up with industry trends

### **Work as a PR**

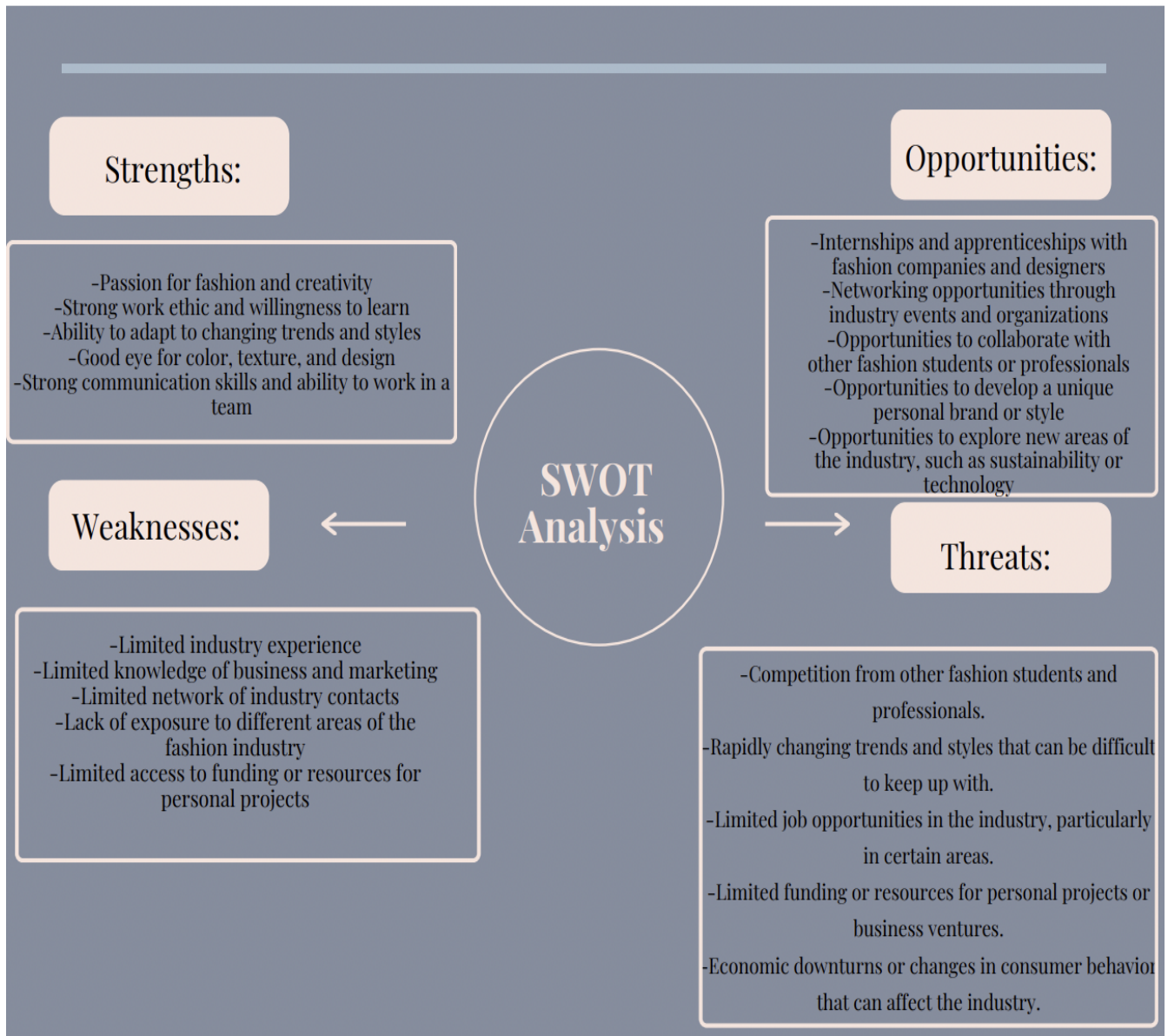
1. Get a relevant degree
2. Gain relevant experience
3. Develop my communication skills

## Get more knowledge in Marketing

1. Obtain a Master Degree
2. Obtain expertise and get certified in relevant skills
3. Experiment with different marketing strategies

## Building a strong network of industry contacts

1. Build relationships with professors and classmates
2. Participate in internships and mentorships
3. Join industry organizations



## References

Bell, J. A. (2010). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. United States: Fairchild Books.