



Malik Lee is a young African American male graduating from the New York City College of Technology (CUNY) majoring in Business and Technology of Fashion with a focus on global fashion. Malik will be able to jump start his career post-graduation hoping to obtain an entry level position within a fashion company that will allow him to continue furthering his education to pursue a master's degree. Malik is a first-generation graduate being the first out of his 12 siblings to obtain a college degree, setting an example for not only his younger three (3) siblings but the older siblings that one can achieve their dreams by motivation and always putting their best foot forward. Malik is a self-motivated individual who possesses various skills such as time management and being detail oriented to ensure work is completed properly.

Malik's mission is to pursue personal as well as academic development, concentrating on increasing his academic standing along with a career in the fashion sector. His intentions are to use the knowledge and abilities he has gained from his schooling to succeed in the world of fashion. Malik's versatility is one of his most noticeable skills, permitting him to seamlessly maneuver around numerous scenarios. He accepts modifications with a willingness to learn, allowing him to thrive in fast-paced circumstances. He uses positive interaction while expressing his thoughts, strongly requesting feedback from individuals to extend his viewpoints and foster relevant debates. In Malik's quest of greatness, he hopes to have a big effect in the fashion business and to find one's own happiness.

Malik's logo is a creative display of his efforts into becoming the next innovator in the fashion industry. The global graphic represents the countless resources that are available to one if they

apply and take advantage. The stars appear to be rotating around the globe to represent the things Malik has wished/dreamed for that became reality, followed by Malik's signature as a stamp for the work he will complete through his future endeavors. The colors of the logo feature two neutral colors, the use of a dark background provides the best contrast for lighter hues while the white creates a bold statement. The primary color against the white displays the association of happiness and optimism (Bell, 2022) which Malik possess and yellow being his favorite color.

Personal Objectives

- 1) Maintain a healthy lifestyle.
 - I. Create regularly physical activities.
 - II. Manage consumption of harmful habits such as alcohol.
 - III. Create a diet plan to cut out processed food adding organic items.
 - IV. Visit an organic shop to purchase detox products to remove toxins.
 - V. Utilize recreation centers to enroll in sports.
- 2) Improve financial issues.
 - I. Open a savings account with local bank.
 - II. Create a budget to manage expenses.
 - III. Seek financial advice from a professional.
 - IV. Create a meal prep plan to decrease chances of spending on take-out food.
 - V. Prioritize spending habits on what is deemed necessary.
- 3) Improve on mental health.
 - I. Seek profession assistance (Thera/ grievance therapy)
 - II. Discover new cope skills to handle issues.
 - III. Discover new techniques (Yoga, Meditation)
 - IV. Create a positive/optimistic outlook in the worst situations.
 - V. Realized full potential.
- 4) Personal development
 - I. Discover new interest / new hobbies
 - II. Purchase affirmations books
 - III. Improve in social lifestyle
 - IV. Build health relationships with others
 - V. Enforce self-care days (alone time)

Profession Objectives

- 1) Expand network
 - I. Search for community activities
 - II. Expand on LinkedIn connections
 - III. Attend social networking (outside networks)
 - IV. Search for virtual networking events
 - V. Discover alumni association

2) Further education

- I. Discover online courses (Certificates)
- II. Visit local library to purchase educational books.
- III. Attend virtual information sessions.
- IV. Discover benefits for pursuing higher education.
- V. Narrowing down which programs offer more.

3) Full-time employment in field

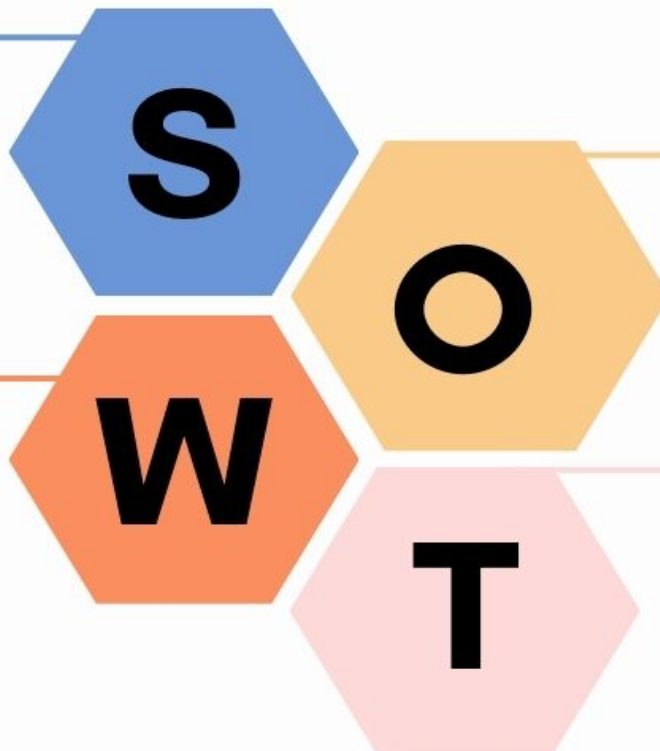
- I. Utilize social network platforms (LinkedIn/Indeed)
- II. Discover opportunities in current place of work.
- III. Attending networking events (Fashion shows, panel discussions)
- IV. Search for development opportunities
- V. Search for a trusted mentor

4) Become an entrepreneur

- I. Find the right market to enter (Beauty or Apparel)
- II. Create a business plan.
- III. Make out the type of audience the product would cater to
- IV. Search for vendors & funding
- V. Launch the business and manage operations.

- Detailed oriented
- Time management skills
- Residing in one of the most fashionable cities
- Adaptability
- Reliable
- Obtaining B.S degree with global fashion emphasis

- Seeking to further education
- Requesting hand on experiences in fashion field
- Lack of field experience



- Social platforms increasing influencer rates
- Traveling abroad to gain field & cultural knowledge
- To expand network through events
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- Rapid changes in the fashion industry
- Other students from competing universities
- Not having enough field experience
- Potential risk on an recession occurring
- Unemployment rates increasing
- The possibility of another pandemic occurring

Reference:

Bell, J. A. (2022). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. United States: Fairchild Books.