



Marilyn Chiu is a young Vietnamese American female working towards obtaining a baccalaureate degree in the Business Department. Marilyn majored in Business & Technology of Fashion with a module emphasis on Global Fashion at New York City College of Technology, City University of New York (CUNY). Marilyn is a granddaughter, a daughter, and a sister who is the first to major in Business & Technology of Fashion. Marilyn is organized, manages her time well, can adapt to different environments, works well in a team, and is patient. Work can be completed with these skills.

Within the e-portfolio there are collections of different courseworks that have been completed over the past four years. Each project presents Marilyn's growth challenges she faced as a student. What was significant within these projects was how Marilyn developed new skills and utilized those skills to construct her brand image. Marilyn participated in professional development seminars such as TD Bank, Advice on Technical Resume Writing & Interviewing and What Can I Do with This Major? A Panel Discussion – Career Paths in the Beauty Industry to learn how to write a resume, ace an interview, and listen to professional beauty industry

panelists' stories and career progress. While being a student, Marilyn also interned as a production intern at Snow Milk to use her skills she obtained and gain new skills from the internship. Marilyn hoped to learn new skills and utilize those skills in the fashion industry.

Marilyn's logo consists of fonts, few colors, and curved lines. Marilyn's logo is simple and straight to the point where her first and last name initials font size are enlarged, what is separating her initials is an ampersand symbol of "and", and her whole first and last name is curved near the curved line symbolizing a circle figure. Marilyn's logo features the color white and black. The color black in the background is a sophisticated color with a mysterious aura (Braam, 2024). The fonts and the curved lines are in white which represents hopefulness and innocence (Braam, 2024). The curved lines are soft and thin so that the main focus would be the initial capitalized first and last name. Marilyn chose this logo because although she may be mysterious, her work shows who she is.

Personal Objectives

Living a healthful life

- Create a workout routine
- Consume more fruits and vegetables
- Drink more water
- Remove overly sugary and processed food and beverages
- Consume vitamins

Improve financial situation

- Create a savings account
- Create a budgeting system
- Consume less social media to not be influenced in buying products
- Eat and drink at home
- Purchase what is needed than wants

Improve mental health

- Decrease screen time and use devices when needed
- Seek therapy
- Exposure therapy by getting out of my comfort zone
- Sleep on a set schedule
- Go outside and get natural sunlight

Personal development

- Discover new hobbies
- Read more books

- Socialize more
- Manage time
- Embrace challenges

Professional Development

Work full time

- Use LinkedIn and or Handshake
- Socialize with employees at the internship place to gain opportunities
- Seek good mentors
- Join workshops such as professional development seminars
- Develop new skills that the job seeks

Expand network professionally

- Do community services
- Leverage existing contacts
- Explorer alumni groups
- Use LinkedIn
- Share knowledge

Create my own business

- Figure out what I am interested in and if it is profitable
- Research on competitors and trends
- Develop a business plan
- Choose a legal structure
- Register the business

Gain a new set of professional skills

- Join training courses
- Take online courses
- Volunteer
- Find a mentor
- Take certification courses

Improve technical skills

- Take relevant courses that are needed for a job
- Attend training and workshops
- Practice daily
- Watch tutorials
- Take in person classes



References

BRAAM, H. V. (2024, February 15). *Black Color Psychology - black meaning & personality*.

Color Psychology. <https://www.colorpsychology.org/black/>

BRAAM, H. V. (2024b, February 15). *White color psychology - white meaning & personality*.

Color Psychology. <https://www.colorpsychology.org/white/>