



Miriam Martinez-Lima, is a first-generation student at New York City College of Technology, she is a sister, a daughter and a friend who embodies creativity, determination, and resilience. These qualities have been a constant throughout her life and academic journey, reflecting her ability to overcome challenges and excel in her field. Miriam Martinez-Lima's logo consists of clean lines and curved lines as seen throughout the shape of the flower. The use of straight lines emphasizes her values of professionalism. The use of the color brown in the logo evokes feelings of warmth that she brings and reliability (Placeit, 2024). The gray in the logo adds to the sophistication of the brand (Bell, 2022). This reminisce to her academic journey, when it has come to the time she has needed to present herself in for presentations in formal sophisticated attire. The contrast between the two *hue* colors of brown gives an allude to her style of wear. Emphasizing her two different styles of being elegantly dressed in her professional life. In her everyday style choices she can be seen wearing soft, girly and flowy pieces symbolizing her freedom and creativity.

The font Jimmy script can be seen in Miriam Martinez Lima, an elegant and sophisticated design. The flourishes at the end of the letter M, emphasizes Miriam Martinez-Lima femininity and strong work ethic (Bell, 2022). The flowing lines and flowers on her logo, allude to her continuous journey of growth and development. These elements symbolize her commitment to expanding her knowledge and excelling in her studies.

Martinez-Lima aims to empower herself and others through creativity, determination, and resilience. As a first-generation Mexican-American student at City Tech College, she brings a unique perspective to her academic and professional endeavors. Majoring in Business & Technology of Fashion, Martinez-Lima has developed a strong understanding of both the business and technological aspects of the fashion industry. She is passionate about the marketing side of fashion and is committed to using her education and background to excel in this field. Her experiences have taught her the importance of perseverance and innovation, and she is dedicated to applying these qualities to make a meaningful impact in the fashion industry. By combining her creative insights learned throughout her Business and technology of fashion coursework along with her strong work ethic, Martinez-Lima is well-positioned to thrive and inspire others along the way. Miriam Martinez-Lima aims to accomplish her goal of maintaining a strong network of professional individuals and peers. Miriam Martinez-Lima plans on actively participating in industry events and fashion shows in New York City in order to establish relationships with those in the fashion industry. This would allow her to gain valuable opportunities for growth.

Personal Goals

Purchase first home

- Get a high paying salary
- Good credit
- Save money for downpayment
- Researching
- Finding a real estate agent

Learning how to drive

- Study for drivers test
- Get a permit
- Take the written part of the exam
- Complete driver course
- Take a driver class

Be consistent in going to the gym.

- Take pre-workout
- Purchasing Gym-attire as motivation
- Create a weekly workout routine
- Create a gym schedule
- Put reminder on phone

Learn to cook more dishes

- Watch cooking tutorials
- Buy cookbook
- Write down family recipes

- Buy necessary cookware
- Buy ingredients

Save more

- Open a savings account
- Track spending habits
- Put a set amount of money in savings account monthly
- Set a savings goal
- Only purchase necessities

Professional Goals

Obtain a Business and Technology of Fashion Bachelors

- Completing internship
- Completing quality assignments
- Showing up on time
- Working on your e portfolio
- Check degree works and advisor

Learn Graphic Design

- Research Graphic Design course
- Complete Digital Marketing course
- Create a schedule for the course
- Create projects based on course
- Do outside research on Graphic Design

Complete Digital Marketing course on Google

- Create a schedule
- Set a reminder to complete an hour of the course
- Join Digital Marketing group
- Complete assignments
- Watch the lessons provided

Land a Marketing Job in the Fashion/Business

- Update resume
- Join professional development workshops
- Attend networking events
- Apply for more Fashion/Business Marketing Jobs
- Research and prepare for interviews

Start my own digital marketing agency

- Identify Niche
- Develop a business plan
- Build a team
- Research competition
- Create entity

SWOT

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Collaborative• Educational Background in Business and Technology of fashion• Creative• Organized• Strong work ethic	<ul style="list-style-type: none">• Limited work experience in the fashion industry• Limited recognition• Limited Network• Perfectionist• Overthinker
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Networking in New York City• Peers and school faculty members in the fashion industry• Fashion week in New York City• Attend Graduate School• Living in New York	<ul style="list-style-type: none">• Economic downturns• Technological advancements• Competitive Industry• Competition in NYC• Other Academic programs

References

Bell, J. A. (2022). *Silent Selling: Best Practices and Effective Strategies in Visual*

Merchandising. United States: Fairchild Books.

Placeit. (2024.). *Color brown: Everything to know about the color brown*. Make Mockups,

Logos, Videos and Designs in Seconds. <https://placeit.net/learn/color/brown>