

Morelia Pena

Internship

BUF 4900

Your Brand Image

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Developing Your Brand

The brand is Morelia Pena. She identifies herself as she/her a detail-oriented and analytical entrepreneur. She is graduating from New York City College of Technology (CUNY) with a bachelor's in business and technology of Fashion, focusing on textiles, making her professionally qualified and experienced to cultivate complex projects and grow businesses indefinitely. She possesses an inspiringly strong work ethic and a passion for problem-solving in new and innovative ways. Morelia's brand is about creating new and exciting solutions while delivering high-quality results. When it comes to identifying herself, she considers herself a happy person who loves dancing and spending quality time with her family and friends. She values honesty, integrity, and kindness above all else. She strives to treat others with respect and empathy and believes everyone deserves to be treated fairly and with dignity. These qualities are important to her because she wants to be a person who makes a positive impact on the ones around her. One of her best personal characteristics is her ability to empathize with others. She wants to develop this further by actively seeking opportunities to understand and connect with people from different backgrounds and perspectives. Regarding personal development, she also wants to be a better listener to understand and support the people around her fully. Finally, she wants to continue developing her communication skills to effectively express herself and connect with others on a deeper level. She thinks that being able to understand and connect with others truly is essential to building strong relationships and creating a more harmonious world.

Develop a brand logo that represents you (*an original*).



As an embodiment of her authenticity and eccentric personality, Morelia has combined these qualities into designing a unique logo. The intertwined letters M and P serve as a visual representation of her name, Morelia Pena. The letters are in thin, minimalistic Monserrat Classic fonts and Gistlesy from Canva, and a rust-rich, earthy *hue* that adds warmth and depth to simple things (Bell & Ternus, 2017). This *neutral* brown

shade represents her personal style and incorporates simplicity, which is classic and elegant.

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

Morelia Pena's mission is always to provide quality and innovative services that represent commitment, passion, and creativity. As an immigrant Latina from the Dominican Republic, she knew it was hard to make a mark in the fashion industry, but Morelia Pena has created a brand to represent diversity. Her inspiration comes from her heritage, family, friends, and personal story. The goal behind Morelia Pena is to revolutionize the industry in a new and exciting way. No matter her path, her goal is to leave a positive impact on everyone she encounters. Her direction is to create a brand that prioritizes environmental consciousness. Her opportunities lie in offering sustainable and eco-friendly products to enhance events. The significance of her work lies in her dedication to offering a clean brand that cares for the environment. Her achievements include creating a successful and sustainable business model that sets an example for others in the industry while prioritizing her client's needs and consistently providing them with accurate and helpful information.

What is your value?

Morelia believes in being truthful, having strong moral principles, being genuine, caring for others, being generous, and contributing to her community. She values empathy and the desire to assist others by sharing her time, resources, and skills. She also prioritizes being part of a larger group and working together towards a common goal. Finally, she feels it is important to make a positive impact on the world by taking action to help others.

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

Personal:

Her mission statement is to continuously learn, grow, and improve herself while positively impacting the lives of those around her. As an individual, she strives to live with integrity and honesty in all of her thoughts and actions. She believes in continuous learning and personal growth and is committed to pursuing opportunities that challenge and inspire her. She aims to be a positive influence on those around her by treating others with kindness, empathy, and respect. She values creativity and innovation and seeks to bring these qualities to all areas of her life, both personal and professional. Lastly, her goal is to leave a lasting, positive impact on the world by contributing to causes and initiatives that make a real difference in people's lives.

Professional

As for her professional mission statement, it is to use her skills, knowledge, and experience to add value to the organization she works for and to contribute to its success and growth. She is dedicated to delivering high-quality work that exceeds expectations and achieves tangible results. She strives to be a reliable, efficient, and collaborative team player who is dedicated to achieving the company's goals and objectives. She is committed to staying up to date on industry trends and best practices and to continuously improving her skills and knowledge. Her goal is to make a meaningful and positive

impact in her profession by contributing to innovations and advancements that benefit society as a whole.

Personal Objectives:

-Improve my communication skills to convey my thoughts and ideas to colleagues and clients effectively

- Read at least one book monthly to broaden my knowledge and perspective.
- Attend at least one personal development workshop or seminar every quarter.
- Volunteer for a local charity or cause that aligns with my values and beliefs.
- Watch documentaries and movies in English.
- Practice active listening by listening to others.

-Improve my Finances to achieve all my goals.

- Create a tight budget.
- Reduce unnecessary expenses.
- Find a side job to increase my income.
- Pay off debt.
- Increase my emergency fund.

- Prioritize spending quality time with my family.

- Schedule regular uninterrupted time with my husband.
- Try to communicate with my mom regularly.
- Show appreciation and gratitude for my siblings by expressing them much they mean to me.
- Be present and attentive during interactions with my family to listen to what they have to say.
- Stay away from social media and phone when with my family.

-Visit a different country every year.

- Save money for travel expenses.
- Research the places I would like to visit.
- Create a travel budget.
- Organize my schedule.
- Learn the basics of each country, such as language, to ease communication.

-Practice a beauty routine

- Develop a daily skincare routine to cleanse, tone, and moisturize my face.
- Incorporate sun protection every day.
- Drink my vitamins and minerals to promote healthy skin.
- Get enough sleep so my skin can repair and regenerate overnight.
- Exercise regularly to improve blood flow and circulation.

Professional Objectives:

-Continuing education

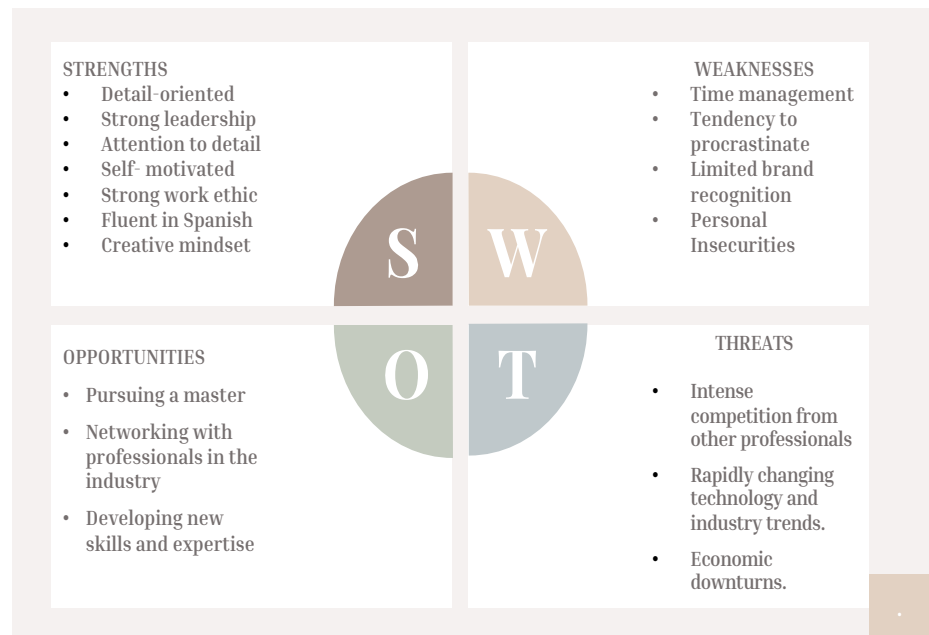
- Complete at least one professional development course or certification yearly to enhance my skills and knowledge.
- Develop a deeper understanding of current trends and best practices.
- Stay up to date with new technologies and techniques.
- Attend workshops and training programs to keep up with the latest trends and technologies.
- Pursuing a master's degree.

-Build a strong network by connecting with professionals in my field.

- Attend networking events and conferences related to business and fashion.
 - Join professional organizations and associations.
 - Participate in online forums and discussion groups relevant to fashion.
 - Connect with professionals in my field on social media platforms like LinkedIn.
 - Offer to help and collaborate with others in my field to build lasting relationships.
- Develop a sustainable Balloon decor brand
- Establish a strong online presence through social media.
 - Create a professional website.
 - Create a unique brand identity.
 - Offer high-quality products and customer service.
 - Collaborate with other businesses, such as event and wedding planners.
 - Source for biodegradable balloons
- Achieve career growth
- Find a good mentor who can guide and support me.
 - Build a stronger portfolio to showcase my work.
 - Join online communities to meet people who share my interests and learn from their experiences.
 - Continuously improve my skills and knowledge to become a valuable asset to any organization.
 - Build strong relationships with colleagues and clients to foster a positive and productive work environment.

SWOT Analysis

SWOT Analysis



References

Bell, J., & Ternus, K. (2017). Design Elements-The Tools. In *Silent selling: Best practices and effective strategies in visual merchandising* (5th ed., p. 47). Bloomsbury Academic & Professional.