

My name is Phillip Shister. I am a 21-year-old single, white Jewish male. I was born in New York to my parents who immigrated to the United States from the former Soviet Union in the late 1970's. My mother's family came from Ukraine and my fathers from Moldova. I am a son, a grandson, a brother, cousin and nephew. I was raised to be hardworking, determined as well as kind and compassionate. I am an eclectic combination of cultures, religious and political beliefs, interests and hobbies. I am passionate about life, doing good for others, respect for myself, loved ones and strangers alike. I strive to excel in everything I attempt to do.

I graduated PS 100, Kingsborough Early College Secondary School and I am in the process of completing my course work requirements for Bachelor of Science in Fashion and Business at NYC Technical College. My work experiences include NYPD, Adult Day Care Center and Retail. I am currently employed by Footlocker, a major retail corporation specializing in athletic wear and footwear.

Growing up, my family provided me with the best they thought I needed. I was raised in a conservative Jewish family. I was taught the traditions, beliefs and values. At the same time, I was taught to respect and value the beliefs and values of people outside my faith and culture. I learned the importance of listening and being open to understanding and respecting others even if they are different from me. This enabled me to learn from others and broadened my circle of people. My school experience was mixed. I had some good friends, but I was also bullied for being overweight and not being at the top academically. Instead of feeling sorry for myself, I used these negative experiences to reinvent and improve myself. I joined the gym, took swimming lessons, martial arts and played basketball. I volunteered and engaged in charity drives in school to raise money for worthy causes. As my appearance improved so did my self-esteem and my academics. I discovered the world of YouTube and Instagram. I started out posting funny videos, skits and sneaker related stories. Initially my viewership was ridiculously small, and I received a lot of negative commentary. I was discouraged and hurt but my experience with bullying taught me that if I am going to succeed, I must never give up. So, I persevered, worked hard and put out a lot of unique content. I still get criticism but instead of getting upset, I use the criticism to learn what my fans want and improve my product. I also use my platform as an educational tool where I put out information on latest sneaker releases, trends and update my fans on what is going on in the community and upcoming events. I also try to show my followers the importance of giving back to the community whether it is through donation drives and helping random homeless people on the streets.

I developed a passion and love for business as I watched my grandfather run a remarkably busy retail store. My love of sports leads me to the love of sneakers and footwear. My dream is to own a high-end boutique athletic footwear. Working at one of the largest sportswear corporations provided me with the experience in sales, people skills and importance of putting the customer first. My course work taught me the behind the scenes merchandising, marketing and business/financial aspects necessary to running a successful business.

Who I am in society is an ever changing, learning and evolving person. I am open to criticism and am willing to learn from my experiences and mistakes. I am also passionate about helping others do the same. I enjoy a challenge and I am willing to work hard to get what I want. I am impatient, a perfectionist who is bored with the mainstream and seeking something unique and exciting in my work and my life. My strong self esteem can be irritating to others who are content with a mediocre existence. Respect, leadership and strong principles are especially important qualities I possess and value. Shaped by my life experiences, I see myself as a kind

and compassionate individual. I intend to succeed in my personal and professional life and help others in need along the way.

