

Renee Birchwood  
BUF 4900  
Dr. Adomatits  
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**Brand Image:**

My brand is Renee Zelda Birchwood who is pursuing their bachelors degree and transitioning into a full time job. One would describe the brand as minimalistic and also feminine and direct. I chose the shade Pink for my logo. It represents my feminine side which is pretty and sweet. My palette seems to be more on the warm side of the color family. To also explain, they are able to separate my personal life from professional life when one thinks of how they want to carry themselves at work or school. The main goal is to get the job completed. One would like to be direct and complete work without “slacking off” or trying to fix fun with business. Renee Zelda

Birchwood is a multitasker who tries to give her best effort in all projects they are a part of. The strengths of the brand are also tech Savvy and detail oriented.

The purpose of the e portfolio is to show the progress in the work from a freshman and to a senior. The work shown in the portfolio has continually improved and has shown improvement through usage of vocabulary, detail and the layout of the writing. This will be a quick way to glimpse through what was learned through the entire 4 year duration. This portfolio will display both the personal and professional sides of my life while still showcasing what was learned through each semester. The portfolio also displays core values which will be; always be 100% of hardwork and dedication to each assignment/project.

The *personal* objectives include:

- Travel globally
- Communicate with multiple co workers outside of work
- Move from NYC

*For professional*

- Earn 6-7 figure salary
- Become an executive in a particular department

Three baby steps to achieve long term goals:

- 1) To travel globally I can save money in my savings account
- 2) Make plans to have at least one big trip a year
- 3) Get a credit card that will give mileage points for purchases.

To communicate with multiple co-workers outside of work activities I can participate in holiday parties, strike up a conversation with people during lunch, have personal events and invite everyone at work to come.

To move away from NYC I can start by googling the best urban cities to live in, stay in an airbnb for a few weeks to see if I like the area, and lastly look up taxes and employment.

To earn a 6-7 figure salary I need to go above and beyond when given a task, ask for quarterly check-ins to see if I can have an increase in my pay, and save my money wisely.

To become an executive or director I need to ask for progress reports, talk to my manager about my desire to move into a higher position, always arrive on time and show I can be a person who is reliable.

