

Tania McDonald

BUF 4900

Dr. Adomaitis

May 1st, 2023

My brand name is Tania McDonald, and I am a graduating student at New York City College of Technology, CUNY, pursuing a Bachelor of Science degree in Business and Technology of Fashion. Along with being a graduating student, I am also seeking employment in the field of business and marketing. It would be accurate to describe me as hardworking in order to attain good grades. Due to my tendency to think outside the box, one might describe me as creative. My attention to detail is also evident in the manner in which I follow course assignments. One would describe me as assertive when presenting a project since I am confident in my abilities. Additionally, one may consider me flexible in the sense that I am able to balance being a full-time student and a part-time employee. Yellow, pink, purple, and black are the colors of the Tania McDonald brand logo. I always maintain a happy state of mind, which is depicted by the yellow color. Symbolizing the part of me that is always kind to others is the pink. As a result of living according to the slogan "you only live once", purple is the color that embodies my lifestyle (Bell, J.A, 2010). It is my belief that you should pursue whatever it is that you would like in life. My knowledge of coding switches is represented by the black. It is my philosophy that I live life to the fullest and that I know when to devote my full attention to business and tasks at hand. As a symbol of my easygoing nature, my name Tania McDonald is written in script font with horizontal lines (Bell, J.A, 2010). The core of my brand is staying positive and feeling confident in your own skin. Black women face a number of challenges that aim to prevent them from achieving their goals. By creating my brand, I intend to demonstrate that you can defeat the odds while being a ray of light in the world. Whether you are a black person or not, you do not have to dim your light in order for someone else to shine. Just be yourself.



In my E-portfolio, I aim to demonstrate my progress throughout the Business and Technology of Fashion program from a freshman to now a senior. The purpose of the E-Portfolio is to provide a detailed account of my academic progress. The brand serves as an example of how versatile my work can be. As a result of the use of this E-portfolio, you will have the opportunity to see items from each of the business and fashion departments. The purpose of my E-Portfolio is to illustrate that, if I am able to accomplish it, so can you, if you apply yourself diligently.

Over the course of my college years, I have always had a number of goals that I hope to achieve in the long run once I have received my degree and entered the workforce. The creation of a fashion platform on social media was one of my long-term objectives. I envision my brand filling the gaps for black entrepreneurs and teaching teens how to develop their own wardrobes. Additionally, I have a desire to become a professional stylist. The goal of my educational pursuit is to become an expert in the fields of marketing and business, as well as a digital marketer. Additionally, I wish to extend my network circle and surround myself with people who inspire me. It is necessary for me to begin my days earlier in order to be able to accomplish everything I need to do. I wish to begin optimizing my goals early in the morning as the most important goal.

In order to launch my fashion platform, I must create outfits, maintain consistency, and post content. In order for me to become a professional stylist, I will need to develop a portfolio, collect different pieces of information from myself and others around me, and then place them together in the portfolio. After that, I will have to begin applying for stylist positions. My first step towards becoming a professional in my field will be to find a mentor in the same field as the job I wish to apply for. After that, I will be pursuing my MBA and taking professional development courses to assist me with my preparation for entering the workforce. As a member of the National Society of Leadership and Success, I will use my resources to enhance my network circle. As a member of the honors society, I am able to participate in job banks where people are specifically seeking NSLS members for employment, attend networking events, and network with members on LinkedIn. In order to achieve all of my goals, I need to get up earlier every morning. By starting my days earlier, I would make it a priority to prioritize my health by exercising in the morning, checking my emails early in the morning, and starting my workdays at

a more convenient time. As a final step to maximize my working hours, I will create a daily to-do list the night before in order to plan my day ahead of time.

### Swot Analysis

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Computer technology and database</li> <li>● Knowledge of Global Fashion</li> <li>● Live in fashion capital</li> <li>● Knowledge of Textiles and Fabrics</li> <li>● Being a member of the National Society of Leadership and Success</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Limited interview experience</li> <li>● Competitive job market</li> <li>● Understanding APA</li> <li>● Gain knowledge of Fashion software</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Live in a large fashion city</li> <li>● Apply for in-person or online jobs</li> <li>● Willing to move outside of NY</li> <li>● Graduate school</li> <li>● Apply for another internship</li> <li>● Join a tech program</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Competition in the workforce</li> <li>● Unemployment rate</li> <li>● Recession</li> <li>● Interest rates are higher</li> </ul>

## References

Bell, J.A. (2010). *Silent selling: Best practices and Effective strategies in Visual Merchandising*.  
United States: Fairchild Books