

**Your Brand Image**  
**Tanner Jules Gordon-Smith**  
**New York City College of Technology**  
**BUF 4900- Internship**  
**Dr. Alyssa Adomaitis**



My brand is Tanner Smith and as a well-rounded individual, there are many different skills that I am able to apply to help get the job done. Tanner Smith is pursuing a Bachelor's degree in The Business and Technology of Fashion with a module emphasis in Global Luxury Fashion from the New York City College of Technology, City University of New York (CUNY) in the Department of Business. Tanner Smith is resourceful, motivated, ambitious, and a hardworking individual that is prepared to take on any challenging tasks that may come. As an open-minded person, he is always willing to learn new things to help enhance his knowledge and help others as much as possible. Tanner Smith has an amazing work ethic and believes that is extremely important that one is always punctual and diligent. He also believes that in order to obtain the things you want in life you must be willing to work hard while also being kind to others.

Tanner Smith's Mission Statement is to direct himself on a path to success where he is always able to strive for bigger opportunities. By using the skills and applying the hard work that was learned from the New York City College of Technology, he is confident that he can continue his journey in the fashion industry. Tanner Smith has strong values and a work ethic that will help in guiding the way to a successful future. Being able to be creative, versatile, and adaptable has made it possible to achieve the goals he has set. In order to accomplish his mission statement he plans to continue getting an education on higher levels until he has reached the knowledge and success he has always planned for.

Tanner Smith has many professional goals that he would like to achieve and sub-goals to guide him on the right path to make the goals obtainable.

- Obtaining a Ph.D
  - Finish Pursuing Bachelors Degree

- Move On To Get a Masters Degree
  - Find a Job to Pay For Studies
- Work in Desired Career Field
  - Gain The Necessary Education
  - Gain The Necessary Experience
  - Refine His Resume and Cover Letter
- Have Access to a Large Network of Resources
  - Network With More People
  - Build Relationships
  - Volunteer at More Events
- Have His Own Business
  - Attend More Professional Development Seminars
  - Build a Comprehensive Business Plan
  - Take Calculated Risks
- Learn a New Language
  - Enrolling in Courses to Teach Him the Language,
  - Spending Time in the Country the Language Originated From
  - Practicing Until the Language Becomes Second Nature

# SWOT ANALYSIS

## STRENGTHS

- EDUCATION IN FASHION
- FOCUS IN GLOBAL LUXURY
- ORGANIZED
- CRITICAL THINKER

## WEAKNESS

- LIMITED EXPERIENCES
- SMALLER NETWORK
- LIMITED RESOURCES

## OPPORTUNITIES

- FAST LEARNER
- ABLE TO ADAPT
- OPEN TO NEW LEARNING EXPERIENCES

## THREATS

- COMPETITORS TRYING TO ACHIEVE THE SAME GOAL
- OTHER FASHION STUDENTS

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## References

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- Pelta, R. *Education vs experience: What do employers want more?: FlexJobs*. FlexJobs Job Search Tips and Blog. Retrieved April 28, 2023, from <https://www.flexjobs.com/blog/post/education-vs-experience/>