



Teresina Tomaino is a graduating student of New York City College of Technology (CUNY) in the department of the bachelors program in Business and Technology of Fashion with a focus on global and luxury markets.

Teresina will be beginning her career post graduation with the hopes of obtaining an entry level position within a fashion company. One would see that Teresina is extremely detail oriented and will ensure that every detail of her work is done properly and accurately. She will always ensure that research is done prior to beginning a

project, vetting sources and gathering needed information.

Welcome to Teresina Tomaino's e-portfolio, this is the culmination of the core classes required for a Bachelor's degree in Business and Technology of Fashion at New York City College of Technology CUNY. This will showcase the development of Teresina's work from a freshman to a senior. Each class reflects a different one of her strengths and has built her knowledge of the fashion industry, specifically within her track of global and luxury markets. As one looks through this e-portfolio Teresina's research skills, attention to detail, time management, dedication to education, and her willingness to learn will be displayed.

Teresina's logo is meant to represent her and the career direction she will take post graduation. Her use of *neutral colors* was done in order to keep the readers focus on the work being presented and not distracted by bright colors. The use of black and white in the logo was intentional, as it gives a *dramatic* and *luxurious* feel (Bell, 2002). Teresina hopes to have a career in the luxury fashion industry; her use of color throughout her logo and e-portfolio are meant to reflect the industry standards.

### **Objectives:**

1. Saving for retirement
  - a. Saving a portion of my paychecks to a savings account.
  - b. Discuss financial options with an accountant or finance specialist.
2. Work abroad for a few years

- a. Apply to companies that are international.
  - b. Begin an entry level job in New York to gain experience
3. Become an expert in my field
- a. Think about continuing my education and obtaining a masters degree
  - b. Continue attending and searching for professional development opportunities
  - c. Find a mentor within my field

### SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Obtaining a Bachelor's degree</li> <li>● Having a focus on global and luxury markets</li> <li>● Being tech savvy</li> <li>● Living in and attending school in New York City, which is a fashion capital and known for its diversity</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● Gain more hands on experience in the fashion industry</li> <li>● Learning more about new technology impacting the fashion industry</li> <li>● Finding time to seek education for years to come post graduation</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● The ability to relocate/travel for work</li> <li>● Graduating debt free</li> <li>● The ability to work remote or in person</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● High interest rates</li> <li>● Unemployment rates</li> </ul>

## **References**

Bell, Judith and Ternus Kate. Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, 5th Edition. Fairchild Books. 2002.