

BUF 4900: INTERNSHIP
Xinicol Gonzalez

My brand is Xinicol Gonzalez; this is my first and last name. My name stands out; it is rare, and I am proud of it. Having indigenous roots has allowed me to be unique and can be remembered by many. I identify myself as she/her; I also identify as Hispanic/Latina. I am a hard worker, a communicator, and a great listener. As an individual, I am a very feminine person. Very youthful, and I love the elegance of being a woman. I consider myself very kind and polite; liking pink has always been my personal trait, allowing me to embrace my femininity and develop a characteristic of elegance and calmness.

Brand Logo:



The image above represents Xinicol Gonzalez's brand logo; this represents me. At first glance, you notice my *Vertical* straight initials in giant font letters. The uniqueness of the middle of both initials being covered by my full name in script font allows my initials to stand out. The meaning of the X and G can be seen with the *thinness* of one side of the letter X and the *thickness* on the other side, and the *curvaceous* lines of the letter G *contrast* allow for an elegant look while also having a strong structure ((Bell and Ternus, 2017). The pastel pink color chosen for the font letters against the fog-grey background shows my femininity and simplicity.

Personal Mission Statement

In pursuit of a fulfilling life, Xinicol Gonzalez is dedicated in pursuing a career that aligns with her passions and utilizes my strengths. Through strategic networking, she aims to create opportunities that propel my professional growth and open doors for others. As she navigates myself with my brand, aiming to redefine femininity, empowering women to embrace their multifaceted nature. By promoting diversity and inclusivity, she strives to become well-rounded, combining intelligence, empathy, and resilience. Ultimately, the significance of my journey is to achieve the aspiration to make a lasting and meaningful impact on the world, inspiring others, especially Hispanic women, to do the same.

Professional Mission Statement

My professional mission is rooted in a desire to deepen my understanding of the dynamic marketing landscape through pursuing a Master's degree. Xinicol Gonzalez is driven by gaining more knowledge, and continuing her education allows for ultimate growth and understanding of industry/company trends. Xinicol Gonzalez's goal is to follow a solid career path, use the opportunity of what I've learned so far, and apply it. My achievement is to join a collaborative team that shares her passion for creativity, effective management, and cultivating solid professional connections. With a proven track record of productivity and an unwavering commitment to learning, Xinicol Gonzalez is poised to not only absorb the wealth of knowledge a Master's program offers but also to translate it into real success in the marketing realm.

5 Personal Objectives

1. Establish a thriving *career* in marketing by acquiring specialized skills, staying abreast of industry trends, and consistently delivering innovative campaigns that drive tangible results, aligning with my mission to excel professionally.
2. Over the next few years, cultivate a *network* of professionals within the marketing realm, attending industry events, participating in online forums, and engaging in informational interviews to broaden connections and foster collaborative opportunities.
3. Actively seek meaningful *connections* with individuals from *diverse* backgrounds, recognizing the strength in varied perspectives and contributing to ideas connected with my mission to embrace inclusivity and promote diversity.
4. Celebrate and amplify my *femininity* by embracing and expressing my unique qualities, fostering an environment that encourages authenticity, and championing women's empowerment in a personal sphere.
5. *Showcase* the richness of my *Hispanic* heritage by participating in cultural events, sharing personal experiences, and leveraging my background to bring unique perspectives to marketing campaigns, contributing to a more inclusive representation of voices and cultures while achieving my mission to highlight diversity.

5 Professional Objectives

1. Pursue an *MBA in marketing* to deepen my understanding of strategic principles, consumer behavior, and emerging trends, aligning with my mission to excel in marketing and contribute strategically to organizational success.
2. Over the next few years, proactively *network* through job opportunities and industry conventions to build a professional network, fostering relationships that enhance knowledge exchange and provide valuable insights into the dynamic marketing landscape.
3. Collaborate on diverse projects to showcase my *creativity*, leveraging cross-functional teamwork to bring innovative ideas to fruition, aligning with my mission to be a dynamic and creative contributor in professional settings.
4. Enhance my *public speaking* and communication skills by consistently presenting assignments to a class, effectively articulating ideas, and refining my ability to convey complex concepts, reinforcing my commitment to continuous improvement in professional communication.
5. Demonstrate a strong *work ethic* by actively assisting team members with their assignments, promoting a collaborative and supportive work environment while prioritizing asking questions

when faced with challenges, showcasing my commitment to personal growth, and seeking solutions to overcome obstacles.

Personal Objectives

Growth

1. Becoming a mature women
2. Graduating college, beginning my master's degree
3. Hanging out with other mature people
4. Learn to journal and learn about solitude

Reading

1. Research books that can help escape reality
2. Ask people around what they are reading
3. Look into book clubs in the city to join
4. Explore literature from the 1900s
5. Create my own book club with friends to engage and learn

Understanding Finance

1. Invest in a ROTH IRA, exploring stocks
2. Invest in a savings account with my bank
3. Weekly calculate my spending and create a spreadsheet on where it is going.
4. Create an income spreadsheet and put it in my planner to view.
5. View YouTube videos, TikTok, and Social media accounts that allow for organization for finances.

Understanding Taxes

1. Sitting down with an accountant
2. View my IRS account and view my taxes from before
3. When discussing payment when applying for a job, see what my taxes would look like.
4. Every year in January, get all documents ready for tax season.
5. Speak with family to understand how they do their taxes and take advice/opinion on mine.

Getting an Apt

1. Look into Apps like Apt.com, Street Easy, and other apps to view Apts in the city and their price range.
2. Create a vision board to see what kind of Apt I am trying to look for
3. Gaining independence and learning to live on my own
4. Maybe find roommates or talk with friends for Apt hunting
5. Search for an Apt close to entry-level job in the city

Professional Career Objectives

Doing Internship

1. Gain knowledge through working in internships
2. Creating networking connections, building my professional resume
3. Getting hands-on experience with the marketing and PR side, allowing my skills and understanding to grow in the field
4. Learning time management, and balancing school and internship allows for multitasking and problem-solving to help in my career in the future.
5. Getting referrals and future employment opportunities to build my career

Obtain an MBA Degree

1. Attend class
2. Work hard on papers, turning them in on time or earlier than asked for
3. Read all blackboard announcements, taking opinions and criticism
4. Communicate with all my professors
5. Ask questions, even if they are small

Getting a Job

1. Start applying to entry-level positions at work
2. Challenging myself when completing a task, work like no other
3. Continuing learning to develop opportunities to stay competitive.
4. Stand out with my resume and cover letter, adding volunteer work, internships, jobs from the past, etc.
5. Seek feedback and be able to take criticism during an interview or group project.

Networking

1. Build my LinkedIn, Indeed, and Handshake profile
2. Attend job events/seminars
3. Connect with more classmates in college and graduate school
4. Volunteer more in the community
5. Present more elevator pitches to strangers

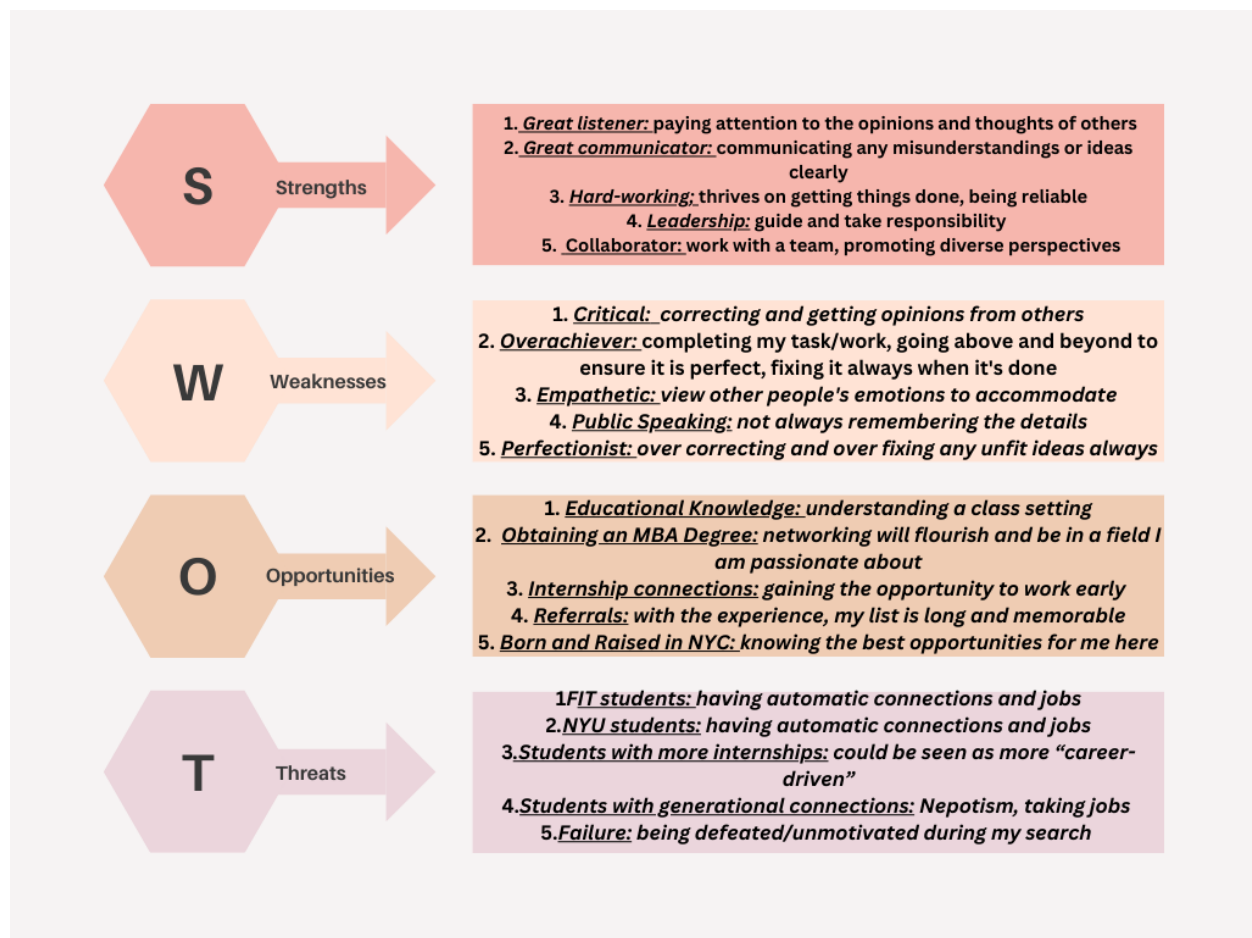
Collaborating

1. Create more group projects with classmates, building your team skills
2. Joining teams in seminars and meetings, sharing ideas
3. Share ideas and talk with people outside my major who might have connections
4. Build relationships with customers and clients, asking their opinions
5. Continuing to have an open mind when sharing thoughts

Xinicol Gonzalez's success through her resume and cover letter is crucial in showcasing my dedication to hard work, diligence, patience, and teamwork. Her resume highlights leadership skills and achievements, a testament to her commitment to excellence and perseverance. In Xinicol Gonzalez's cover letter, she emphasizes the importance of communication and hard work, which I hold dear and have consistently demonstrated throughout my academic and

professional career. Through Xinicol Gonzalez’s university, internships, jobs, and community, her contributions reflect an unwavering dedication to teamwork and collaboration. By showcasing these qualities, she aims to convey my passion for success and ability to thrive in any environment.

In the marketplace, against my competitors, Xinicol Gonzalez is in a position to be unique with her strengths and differentiators of who she is: a communicator, hard worker, and self-motivated. Understanding her target audience when presented to her, unlike my competitors, Xinicol Gonzalez can understand and listen to what the company and job need. With her experiences through her resume, she has supported and led many completed projects. Her quality, customer service, and innovation create a distinct brand identity. Monitoring market trends and competitor actions allows for timely adjustments, ensuring her position remains relevant and competitive.



References

Bell, J., & Ternus, K. (2017). Silent selling: Best practices and effective strategies in visual merchandising. Fairchild Books.