

New York City College of Technology
BUF 4900: INTERNSHIP
Your Brand Image
Yessica He Wu

Yessica He's personal brand is defined by her driven and creative personality, with a passion for communication and problem-solving. She is detail-oriented and has a talent for managing complex projects in a variety of fields. Additionally, she is adaptable and able to adjust to changing circumstances.

Yessica sees herself as a lifelong learner, always seeking new opportunities to grow and expand her skillset. Her best personal characteristics include her leadership skills, effective communication, critical thinking, and strategic decision-making. She strives to continue developing these qualities to become a valuable asset to any team or organization she works with.

Her brand logo consists of a stylized combination of her first name first letter and last name first letter "Y" and "H" in a modern and bold font, while on top is her full name in cursive/handwriting font, which represents the elegance and femininity (Waters, 2021). The intertwined "Y" and "H" represent her multidisciplinary approach to problem-solving, while the color scheme incorporates pastel colors such as soft pink and pink to convey a sense of creativity, femininity, approachability (Olesen, 2021). Which the author also stated that pastel hues can create a soothing and calming atmosphere. Muted pastel pinks, in particular, can be used to evoke a tropical or island vibe without being too bright or overwhelming (2021). In which she feels those colors are very similar to how she feels and how she is identified. The logo also incorporates clothing hangers, symbolizing her background and passion for the fashion industry.

Yessica's personal mission statement is to leverage her creativity, flexibility, problem-solving patience, and organizational skills to help individuals and organizations achieve their goals. She values collaboration, open communication, and attention to detail in all her work.



Yessica He's brand logo.

As for her personal and professional objectives, Yessica aims to:

1. Expand her knowledge and skills in the fashion industry through continued education and hands-on experience.
 - Set up a personal development plan.
 - Attend industry events and conferences.
 - Seek out mentorship and internship opportunities.
2. Cultivate a strong network of contacts within the industry to build relationships and identify new opportunities.
 - Attend industry and join professional organizations.
 - Utilize social media and networking platforms: such as LinkedIn.
 - Offer value and be helpful.
3. Develop her leadership skills to become a more effective manager and mentor to others.
 - Seek out leadership training and coaching.
 - Practice effective communication.
 - Embrace continuous improvement.
4. Refine her communication skills to effectively convey complex ideas and strategies to a variety of stakeholders.
 - Practice active listening.
 - Use plain language and visuals.
 - Seek feedback and practice.
5. Stay current on industry trends and best practices to ensure that she is always providing the most up-to-date and relevant advice to her clients.
 - Read industry publications and follow thought leaders.
 - Engage in continuous learning.
 - Stay up to date with news, read news, databases, etc.

Some specific personal and professional goals that support Yessica's objectives include:

Personal Goals:

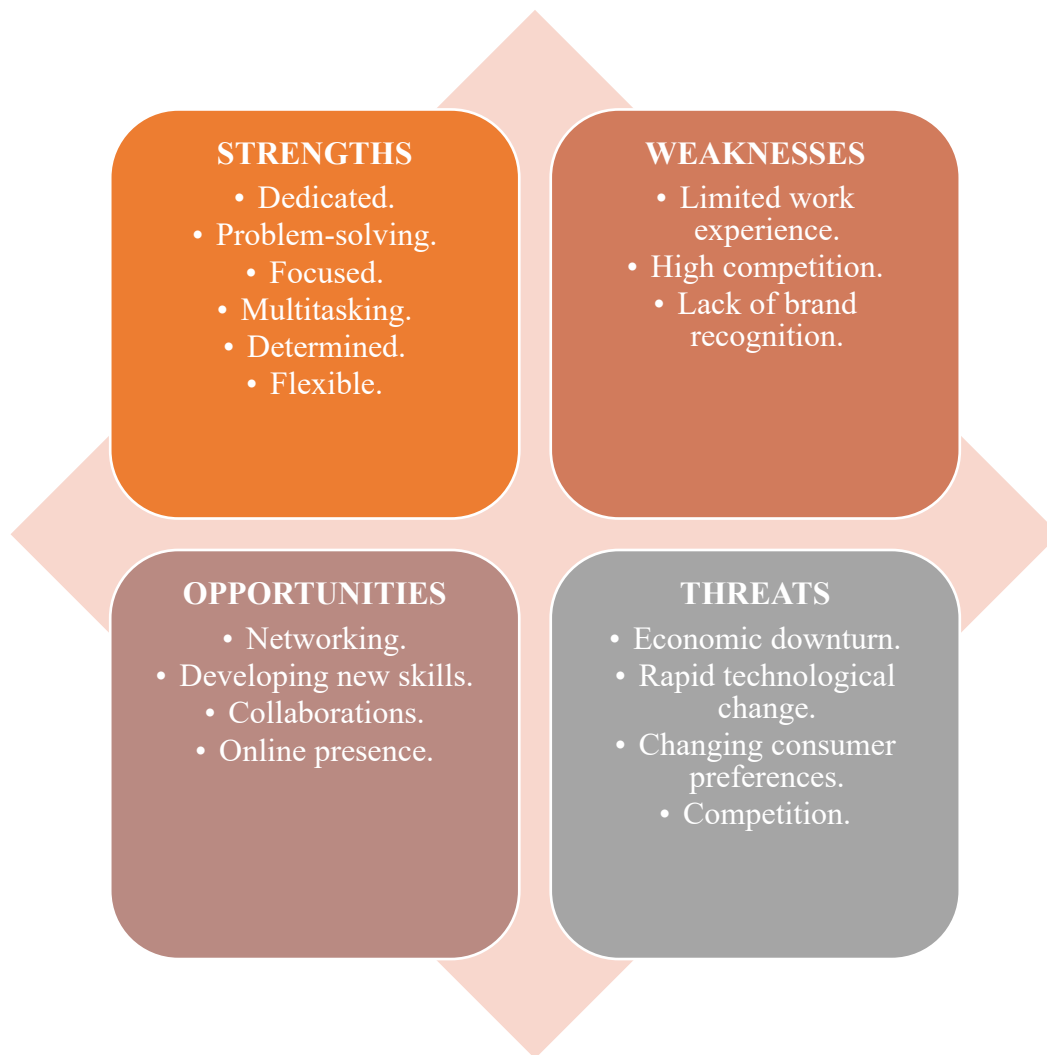
1. Improve her work-life balance by setting clear boundaries and prioritizing self-care activities such as exercise, meditation, and spending time with loved ones.
2. Learn how to drive a car to increase her mobility and independence.
3. Save money by creating and sticking to a budget, cutting unnecessary expenses, and finding ways to increase her income such as freelancing or side hustles.
4. Travel to new destinations to gain new perspectives and experiences that will inform her work and personal growth.
5. Learn a new language such as Mandarin or Italian to expand her cultural understanding and ability to communicate with a wider range of people.
6. Take courses or workshops on topics such as fashion design, marketing, or business strategy to expand her knowledge and skills.
7. Develop and maintain a strong online presence through social media and blogging to showcase her expertise and build her personal brand.

Professional Goals:

8. Develop her web development skills by taking courses or workshops on coding and website design.

9. Build a portfolio of successful projects in the fashion industry to showcase her expertise and attract new clients.
10. Establish her own business in the future by developing a strong business plan, seeking out mentorship and funding opportunities, and building a strong network of industry contacts.
11. Attend industry conferences and events to learn about new trends and network with other professionals.
12. Seek out mentorship opportunities to learn from experienced professionals in the industry.
13. Collaborate with other professionals and industry experts to develop new products or strategies that will benefit her clients.

SWOT ANALYSIS



References

Olesen, J. (2021, June 12). *(What are pastel colors and how do you use them in your designs?* Color Meanings. Retrieved on April 29, 2023, at <https://www.color-meanings.com/pastel-colors/>.

Waters, J. (2021, December 17). *The fundamentals of font psychology*. 99designs. Retrieved on April 29, 2023, at <https://99designs.com/blog/tips/font-psychology/>.