

**Your Brand Image: Ambitious ZiDi**

Zi Di Chen

New York City College of Technology, CUNY

BUF 4900 – E075: Internship Course

Dr. Alyssa Adomaitis

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AMBITIOUS ZIDI

## **About My Brand**

Mr. Zi Di Chen's brand is "Ambitious ZiDi". As a Business Fashion student at the New York City College of Technology (City Tech), Mr. Chen has gone through vast changes from 2016 to 2020. His experiences at City Tech have shaped who he is presently. He is outgoing, hardworking, disciplined, sophisticated, and optimistic. His best traits are his outgoing personality and disciplined work ethic. He is very sociable with all sorts of people and possesses the ability to connect with every single unique individual. When he sets my mind on completing something within a certain deadline, his disciplined work ethic has helped him prevail every time. The Ambitious Zi Di brand logo includes the colors black, gray, and yellow. Those colors were chosen for the logo because according to Bell & Ternus (2017), the psychology of each color has a meaning attached to it...black can mean intrigue and sophistication, gray can mean neutral and sophisticated, and yellow can mean happiness and optimism. Each of those colors has interpretations that best describe Mr. Chen's ambitious self, hence his brand name is "Ambitious ZiDi".

## **Personal & Professional Mission Statement**

Mr. Chen's personal mission statement is to become the best version of himself as every day passes. His goal is to accomplish things that will make him better than himself the previous day. To head in a direction where he can be regarded as a great human being. That means taking part in philanthropic initiatives, spending time wisely, and bringing smiles to people's faces.

Mr. Chen's professional mission statement is to find a business career that would best suit his skills and interest. That means exploring various entry-level positions, garnering new skills, and meeting industry veterans. He has great soft skills such as time management, communication, emotional intelligence, and teamwork. His technical skills consist of proficiency

in Microsoft Office Suite, Google Drive, and social media platforms (Facebook, Twitter, Instagram, Snapchat). He also speaks a foreign language (Cantonese Chinese). His goal is finding the perfect career at the perfect time at his pace while being patient, adaptive, flexible, and happy. Only then, will he find out what his professional career will be.

### **Personal & Professional Objectives**

Mr. Chen's personal objectives are staying healthy (emotionally and physically), participating in philanthropic initiatives, spending more time with family, building deeper relationships among friends, and getting out of his comfort zone. His top priority is staying healthy both physically and emotionally because without being healthy, he will not be able to accomplish all his other objectives that are either personal or professional. Hence, the saying "health is wealth" exist. His measure of success will be how much philanthropic initiatives that he participates in during his lifetime. Knowing that he has the ability to give back will make him feel more accomplished and happier. Spending time with his family will always be important. When his career takes off, he will be dedicating the majority of his time towards the career and time spent with family will decrease significantly. Making as much time possible to spend with them presently and in the future as his life progresses is very important to him. The same goes with his friends. True friendship is hard to come by and deepening those relationships will solidify their places in his circle at both his best and worst moments. Like he stated in his mission statement, "to become the best version of himself as every day passes", he will not be able to accomplish that if he is constantly in a comfort zone. Progression is key in his life and the only way to progress is by trying new things that he never thought he would be able to do.

Mr. Chen's professional objectives are exploring his career interests, gaining new industry-related skills, learning Spanish, learning a computer language, and advancing in his

career. His first step to achieving his mission is by exploring career interests. After obtaining his baccalaureate degree, he will not know the career he desires immediately out of college.

Obtaining his first few entry-level positions will help him understand what best suits him. While exploring career interests, he will need to pick up industry-related skills. Some skills will be more beneficial than others but understanding which skills he excels at will definitely factor into the direction of his business career. Even though he is bilingual, his second language is not the most valuable language to learn in business. With the growing population of Spanish speakers, he aspires to learn Spanish to open up more career opportunities in the future. With the emergence of advancing technology, learning a computer language will be very beneficial to almost all careers. Financial Technology is a field that he would like to be part of in the future and that requires having a business background and fluency in a computer language. His last objective is advancement in his business career. The desire to advance over time is what makes a career meaningful. If he ever feels that his future career has come to a halt, he would consider changing careers.

### **Personal and Professional Goals**

Mr. Chen's personal goals are starting the day off at 6:00 AM, keeping fit and healthy by going to the gym four times per week, working on having neater handwriting, learning how to trade options, owning real estate, and becoming a philanthropist. The early morning is when most people are still in bed. Waking up earlier every day will not only give him a head start for the day, but also give him peace and quiet to plan his daily agenda. Waking up at 6:00 AM will also make time to attend the gym at least four times a week. It takes away his excuse of "I don't have time to go to the gym". His handwriting is not neat and that is one personal weakness that really bothers him. Having neat handwriting is something he always wanted. Trading options is

something that he wanted to do for a while now, but he hasn't had the time to learn due to his busy schedule. It is a new skill to learn that will get him out of his comfort zone. Owning real estate is has been a long-term goal of his since childhood. As he learns more about the real estate industry and the things he can do with real estate, it makes this long-term goal of his even more intriguing. His last personal goal is to be a philanthropist in the future. As stated in his personal objectives "His measure of success will be how much philanthropic initiatives that he participates in during his lifetime", being a philanthropist in the future means doing pretty well in life and attaining the ability to give back on a consistent basis.

Mr. Chen's professional goals are obtaining a graduate degree, earning professional certifications, obtaining a managerial position, strengthening note-taking skills, strengthening communication skills, and owning a business. Once he has settled on the career that suits him, he will obtain his graduate degree and professional certifications to strengthen his knowledge and qualifications for that career. Hopefully, the graduate degree and professional certifications will aid him in obtaining a managerial position or higher in his future career. He realized that his note-taking skills are not up to his standards and that has bothered him this past year. Moving forward, his efficient note taking will be very crucial in picking up new skills quickly. Despite him stating that communication is one of his soft skills, he believes that there is always room for improvement when it comes to communicating. As his intelligence grows, his tone of diction will change, therefore, strengthening communication will be a lifelong goal. His long-term goal is to own a business one day because it has been a dream of his since childhood. Once the business is profitable and established, he hopes his philanthropic initiatives can begin.

## References

Bell, J.A. & Ternus, K. (2017). *Silent selling: Best practices and effective strategies in visual merchandising*. New York, NY: Fairchild Books, an imprint of Bloomsbury Publishing Inc.