

AMBITIONS
GOALS
STRATEGY

SABRINA WHO AM I? AN IN-DEPTH INTERVIEW



PERSONAL BRANDING PROJECT

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“ Design is not just what it looks like and feels like. Design is how it works. ”

- Steve Jobs

AN INTERVIEW WITH SABRINA

What lights you up?

To be concise: excellent design.

Design has an opportunity to change the world. This may seem dramatic to an outsider, but think about it: would you have ever think about helping the unfortunate animals living in terrible conditions, if it wasn't for the heart-wrenching ASPCA commercials? Within 30 seconds, their message was engraved into your mind and soul. The music, the mournful looks, the narration, all of these components make up the incredible design of the commercial that draws you to action. This cerebral influence is what captivates me into pursuing

my chosen career field: marketing and graphic design.

What makes you believe that you have what it takes to be so influential in the field?

Talent. Skill. Passion.

I have an innate determination and drive to achieve my objectives in life. Every time I accomplish a goal, I envision a new challenge. I want to mold myself into the best individual for the job at hand. In today's tough job market, I believe that I have developed the best plan possible to achieve my ultimate career goal: I want to become a Creative Director

within a nationally recognized firm.

How will the Creative Director position help you achieve the status of an influential creative?

Creative directors are the creative leads at advertising and marketing firms.

They work with designers, artists, marketers, etc. to create a vision for products in order to invoke an emotion and an action from the public. They will plan and oversee the entire creative process from the start to the completion.

MY CAREER TIMELINE

How do you plan on reaching your goal of becoming a Creative Director?

Sweat, maybe some blood, and tears of determination.

To the right, you will notice a well thought-out timeline of my career path over the next 10-15 years. I have already gained 5 years of experience within my chosen field. Due to this, when it comes to creative job opportunities, I have a leg up on the competition. I am presently gaining a vast amount of experience as a full time, sole, graphic designer at an accounting firm that brings in over \$25 million dollars annually.

2030 I envision that my goal of being a Creative Director is reality.

2027 With 15 years of experience, I will apply for jobs as a Creative Director title.

2020 At this point, I will have hopefully worked up to a CMO position within a firm.

2017 I will begin to look for jobs as a CMO, or apply for jobs as a graphic designer at a marketing firm.

2017 Due to already being accepted, I will start my Masters of Internet Marketing at Full Sail University in May of 2017.

2017 I will study and earn Certifications in Adobe Creative Cloud Photoshop, InDesign, and Illustrator. Increasing my credibility.

2017 I will graduate from the University of Central Arkansas with my Bachelors of Marketing Degree.



§ PERSONALITY WORD CLOUD

This word cloud was built from an anonymous survey that asked my family and friends to list five positive qualities and five negative qualities about me.

SWOT ANALYSIS

After conducting the anonymous survey that created your word cloud, using the “SW” of the SWOT analysis, what did you learn?

To begin, I have to say, this was the most nerve-racking survey I have ever conducted. Once it was over, I was slightly surprised to see that almost all of the comments were words I would already use to describe myself.

Now, using the “SW” of the SWOT analysis, I will talk about three of my strengths and three of my weaknesses, and how I can enhance or overcome them respectively.



STRENGTHS & WEAKNESSES

Strengths

Perseverance

I have the innate ability to persevere through anything that comes my way. Perseverance will come in handy as work loads pile up and deadlines approach, and with this strength I can hone my time management skills.

Honesty

Honesty is a virtue. In my line of work, honesty is a skill to be enhanced with each new project. It is my responsibility, as a graphic designer, to only let designs that live up to my high standards go to press and out to the public. There is nothing worse than

allowing a design to reach print that I do not fully like. Once it is printed, there will be a constant physical reminder that I could have done better on the project.

Loyalty

Some individuals might say that I am too loyal. I will stick with a project or company until my work is completed, even if a better opportunity comes along. Loyalty is a strength that can be enhanced with each passing day. Treat an employee with the utmost respect, tell them that they are valued, and allow them to continuously learn new skills. By doing this you will earn an employee for life.

SWOT ANALYSIS

SR STRENGTHS & WEAKNESSES

Weaknesses

Self-Doubt

One of my major weaknesses is self-doubt. Although, this is not something I will openly admit - I get nervous about almost everything I do. Whether it is speaking in front of a group, a new project, or just meeting up with friends. It is like a nervous tick that just will not go away. Over the years, I have learned how to harness the anxiety that dwells within me. I now have key sayings that I tell myself for every situation, and I continuously keep my mind positive. With each passing day, I keep learning how to overcome my self-doubt.

Quietness

"The quiet girl" has been a saying used to describe me throughout my entire life. I have a tendency to watch and observe my surroundings, and to think before I speak. Most people would chip in that being a quiet person is not a bad thing, but when it comes to employment advancement opportunities this is a quality I have had to progressively work on. I have trained my mind to process what is being said faster, this way, in turn, I can contribute to the conversation that is going on around me.

Withdrawn

This is one of my least favorable

qualities. I have a terrible habit of letting my mind wonder when I am not interested in a conversation topic, or a project. My mind has been tuned to listen for key words of personal interest, and once I hear one of those words, I will participate. I am beginning to work on overcoming this quality by using an active listening approach to each new engagement I encounter.

Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.

- Thomas A. Edison

SWOT ANALYSIS

Continuing the SWOT analysis, what do you believe your "OT" (opportunities and threats) are in your career?

Opportunities

Scholarships

Within my fast approaching future after college, I see many opportunities coming my way. One of which is the chance to land a \$20,000 scholarship to Full Sail University to pursue my Master's in Internet Marketing. In order to receive the scholarship, I am working extremely hard to meet all scholarship requirements - even if it includes going over the top to get it!



OPPORTUNITIES & THREATS

Jobs

I am very fortunate in my current employment situation. I am 22 years old, and I already have a full time job with full benefits in the career field I want to be in. Do you want to know something even crazier? I have been offered five other interviews over the past seven months since I started my current job. I did not go looking for these opportunities, they found me - which blows my mind! It is all the proof I need to assure myself that I am in the right career field. I truly love what I do, and my passion for my work shines with each new project.

Self-employment

Self-employment is one of the biggest American Dreams out there, and it is one of the best opportunities I foresee in my future. Recently, I created my own business cards to hand out to potential clients. I designed them to truly stand out from the crowd - soft touch, 19 point paper, raised foil lettering, and a modern typeface design. Every time I hand a card out, I have received extremely positive reviews. Many individuals have said that they will call me in the future if they ever need design work done, and a few already have!

SWOT ANALYSIS

§ OPPORTUNITIES & THREATS

Threats

Complacency

The threats involved in the graphic design and marketing fields are very real and very alarming. The first major threat that comes to mind is becoming complacent. This field requires innovativeness and out of this world ideas to run through my blood. If I were to become stagnant with my designs for too long, a company could easily replace me for a newer model. I plan to overcome this threat by continuing to learn new skills, techniques, and honing my talents. I will attend conferences, like the Adobe conference in Vegas, that will

allow me to meet some of the greatest minds in my field. Basically, I will never stop learning in order to stay on top.

Competition

Graphic design is an extremely competitive field. There are arts and design majors graduating from their programs in the thousands from across the country every day. In order to remain competitive (because I do not have a design degree, just a marketing degree) I will become certified in all of the Adobe CC programs: Adobe InDesign, Photoshop, and Illustrator. I am currently Adobe Photoshop CS5 certified.

Recession

If I continue to work at a firm that is not a marketing or design agency, recession is a major concern. Accountants, lawyers, and doctor's offices do not need a full time designer on staff - it is an afforded luxury. If a major recession were to come upon our great country today and directly affect my place of work, my job would, more than likely, be the first to go. It is a tough reality to face, but it is one I am preparing for by making myself more and more valuable to the company every chance I get. I am also saving up money in-case the worst does come to fruition.

PERSONAL POSITIONING STATEMENT

How would you sell yourself to a potential employer in 60 seconds? Include a few of your qualifications and why you are the best person for the job.

Well, you seem to have made that question quite easy to answer. Here is what I would say:

I am an enthusiastic and creative Graphic Designer with a combined 5 years of graphic design experience with over 12 years of art classes. My strengths are in design, advertising, photography, and marketing. I am passionate about good communication and collaborating with coworkers and clients to facilitate creative problem-solving. I enjoy meeting new challenges and utilizing my time-management and organizational skills to ensure that my work is completed on time, accurately, with attention to detail. I am committed to working to an exceptionally high standard in everything I do, and I will not back down from a project until it meets my employers high standards.

This statement should position myself as a candidate for the job within my interviewer's eyes.

WHAT IS YOUR WORTH?

Graduate School:

Full Sail University: \$34,000

Median Job Salaries:

Graphic Designer: \$46,900

Chief Marketing Officer: \$118,000

Creative Director: \$113,818

Personal Break-even Point Per Month:

Rent: \$700

Food: \$150

+ Misc: \$300

Total: \$1,150

To be honest, I just want to pursue my passion. A Creative Director may make less than a CMO, but the salary will still cover all of my basic needs!

BRAND BUILDING STRATEGY

What is your brand building strategy?

1

Graduate from the University of Central Arkansas with my Bachelors of Marketing Degree.

2

Begin my Master's Degree at Full Sail University in the Internet Marketing program.

3

Schedule and complete the Adobe certifications in Photoshop, Illustrator, and InDesign.

As shown above, all three of my brand building strategy action items can be completed or started within the year of 2017. Once these items are completed, I foresee multiple new job opportunities opening up to me. Some of those include my goal job.

To go along with these rather positive brand building items, there are a few negative things I could do to hurt my development.

1. **Starting a family** - families are fantastic but I do not want one of my own for a very long time. This is due to the time commitment that is involved, and I am a very career oriented individual that wants to grow professionally first.
2. **Stop learning** - As I described earlier in this interview, the day I stop learning will be the day I no longer find employment.
3. **Stop believing in myself** - My anxiety has the power to hold me back from my dreams. I have to believe in myself daily.

PROMOTION & DISTRIBUTION

What is your promotion & distribution strategy as you further your career?

Advertising

Beginning with advertising, I have crafted my resume to reflect my type, design, and layout skills as a graphic designer in order to stand out from the plethora of other job applicants.

Sales Promotion

As I begin to network and get to know other professionals, I will use key influential individuals that know me well enough to give me a reference. One example of this is the Dean of Students here at UCA.

Public Relations

When I go into an interview, I strive to make the best first impression possible. This includes very modest business dress, freshly cut and styled hair, and an attentive attitude. This personal sales technique shows potential employers that I can be professional while still having killer design skills. Many companies want to employ someone that can fit into the company culture without looking out of place.

Personal-selling Strategies

Within my time here at UCA, I have been the president of an organization,

and I have even gone as far as to become the District Governor of it. My hard working attitude and open mind allows me to get along with many different kinds of individuals. I can continue to enhance these qualities by taking on new leadership roles that will prove I am the right person for a job.

DISTRIBUTION STRATEGY

1. Create a portfolio website
2. Continue to use LinkedIn as a professional marketing tool.
3. Continue to post on Facebook about my accomplishments.
4. Pursue word-of-mouth opportunities

ENVIRONMENT - B2C OR B2B?

What environment do you foresee yourself stepping into once out of college? Would you rather work for a B2C or a B2B business.

I believe that this entire interview has been an example of the environment I will be stepping into once I graduate. One item I have not mentioned yet is where I can most likely land my dream job.

CMO jobs can be found at just about every company, but the creative director position is mainly found within marketing and design firms. The major firms of influence can be found in Portland, Oregon, Denver,

Colorado, New York, New York, etc. A few companies that I would love to work for include Adobe, Apple, and, of course, Google.

All three of the companies listed provide B2C as well as B2B support. I believe that working for a company that provides a combination of the two would be best for my career path. This is due to my love of learning new things daily.

I do have a fear. I fear that if I was offered an interview for a job, at one of the three companies I named above, I would not get it. This could be an irrational fear, but it is what

keeps me striving to continuously learn more in my career field. I want to be an industry expert.

There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.

- Milton Glaser

STAKEHOLDERS IN MY FUTURE

Who are some stakeholders that depend on your future success? What are your social responsibilities to them?

My father, my fiancée, and my future children are all stakeholders within my future. These individuals are my whole world, and if I cannot support them in the future, I will have worked for nothing.

I believe that one of my social responsibilities in life is to be self-sufficient and be able to fully support my family if it came down to it. Over the years I can support this goal by staying employed and saving money

along the way.

Another social responsibility I believe that I have is to give without requiring anything in return. If I truly care about someone or an issue, I will give to them without thinking twice. I want to be able to help my loved ones and my supported causes as much as I can. I do this on a regular basis, and I will continue to do so for the rest of my life.

A third social responsibility, I believe I have, is to teach my children that nothing is free; everything in life must be earned. I want to work in a company culture that also supports this idea.

I will support this responsibility by paying my children only for A's because school is work, and that is what my father did for me. Then, due to putting in the work to get the A's, they can spend the money on whatever they want. It worked wonders for me as a child.

BUILDING RELATIONSHIPS

Lastly, but most importantly how will you grow and foster the professional relationships in your life?

One of the best relationships that has come out of my working life thus far includes my past employer. She is one of the most influential individuals in my life. She is strong, trustworthy, and dedicated, and I base almost everything I do on what she would do. Basically, she became the mother I never had. To foster this relationship in the future, I will regularly go out to eat and visit with her. I never want to lose her as a friend most of all.

Another relationship category that I

value professionally, is the friends I have made within the Marketing program at UCA. There is one in particular that I always send job opportunities to because I believe that she has the same dedication and work ethic that I do. I will grow this relationship by staying in-touch with her and planning times that I can go visit her.

The many professional relationships I have made with my marketing professors here at UCA is the third relationship category that I value. They have taught me so much about the field that I am in, and they have helped me to continuously grow as a

person. I will continue to grow my relationships with them by staying in touch and planning periodical meet ups to sit down and chat.

Actually, one last thing. Do you have any advice for those looking to get started in your field?

Never give up. It will get tough and nervous breakdowns will happen, but life is not meant to be easy. Strive to always do your best and make the right decisions. If you do those two things, get opportunities will come your way. That is what I live by.

The background is a complex, abstract geometric pattern composed of numerous overlapping triangles. The color palette is primarily shades of blue, ranging from deep navy to light sky blue, with a gradient of green and yellow-green appearing on the right side. The triangles vary in size and orientation, creating a dynamic, crystalline effect.

SR