

The
DREAM



JOB:

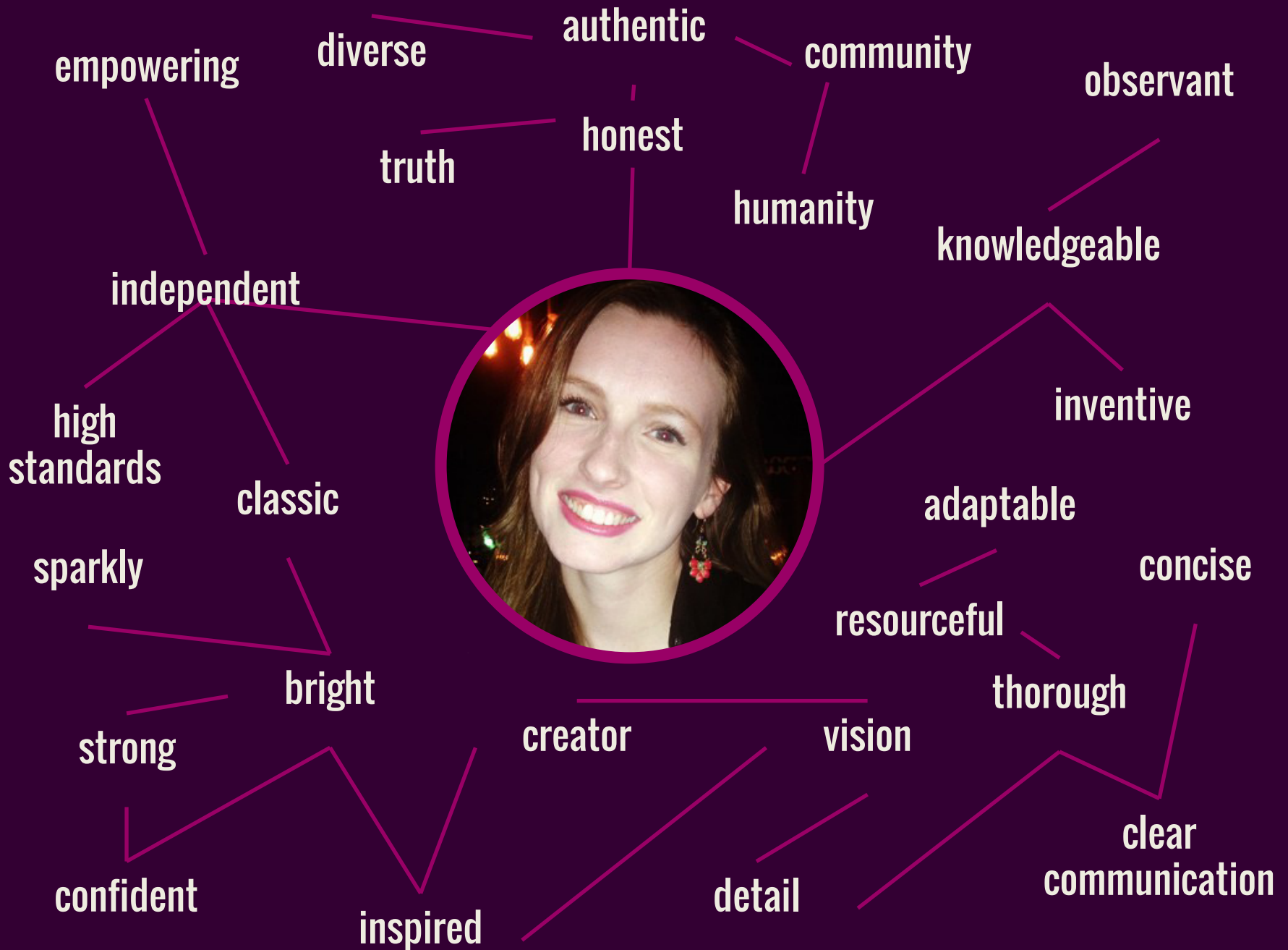
Content

MARKETING
DESIGN
SOCIAL MEDIA
RETAIL INDUSTRY
DIGITAL

JOB:

Culture

ATLANTA
AUTHENTICITY
PROGRESS
CONTRIBUTION



Brand Associations

attitudes

attributes

benefits

image

personality

functional

symbolic

experiential

sparkly

classic

worldly

bright

strong

truth

confident

independent

determined

straight-forward

knowledgeable

detailed

adaptable

forward-

thinking

thorough

clear

communication

resourceful

empowering

authentic

community

“skirt the

rules”

humanity

creator

honest

concise

diverse

observant

high

standards

inspired

empowering

CORE VALUES

TRUTH, DIVERSITY, CREATION, EMPOWER, COMMUNICATE



BRAND MANTRA

“LEARN THE RULES
LIKE A PRO, SO YOU
BREAK THEM
LIKE AN *Artist.*”



BRAND MANTRA

SEEK
CREATE
LEARN

truth
beauty
more

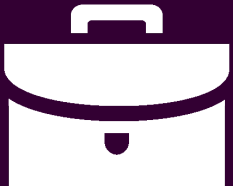
PoPs



MARKETING
DEGREE



SOCIAL MEDIA
FAMILIARITY



INTERNSHIP
EXPERIENCE

PoDs



MANAGING RFL
MARKETING



ART
BACKGROUND



LOGISTICS & DATA
ANALYTICS



PERSONALIZED
WEBSITE



MAD SKILLS

RELATIONSHIP
Resonance

RESPONSE
Judgements Feelings

MEANING
Performance Imagery

AWARENESS
Salience

HOW?

create
relationships
within a network

build positive experiences
in the workplace

communicate PoPs and PoDs
with resume and interviews

apply to jobs, interview, conduct
personal website SEO, network