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MDST 2060

Personal Branding Assignment

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Just a Small Town Girl...

What I live for

“She took the midnight train goin’ anywhere”

First off I would have to say that this is a very broad topic for me. I have always felt like my interests are constantly pulled in many different directions. There are some moments where I feel like my greatest passion is my love for photography. I am by no means an expert, for me it’s about catching life standing still; capturing that one moment in time, just a snippet of the universe, and I have it forever. I love to spend days off discovering new and interesting things to capture. I’m also an avid commenter on a few different photography websites. Of course this passion pairs perfectly with my strong desire to see the world. Traveling to different parts of the country and seeing what is in our own backyard has been an eye-opening experience. When I was 15, I went on a class trip to Europe which ultimately sparked my interest in travel. While there, I realized how truly diverse the world is. You get a completely different vibe when you’re in Paris than anywhere else, and I can only imagine that unique feeling would correspond with many of the beautiful destinations the world has to offer. The world is an extraordinary place and I plan to spend the next few years of my life traveling and discovering everything it has to offer. I am fortunate enough that my father was born in Ireland, so I am currently in the process of obtaining my Irish citizenship. I have strong ties to my family’s heritage and I would love the opportunity to complete an internship in Ireland. This citizenship also gives you access to the entire E.U. which will make for a breathtakingly beautiful trip throughout Europe.



Principles and Personal Values

“Some will win and some will lose...”

In my life I try to stick by certain codes. I truly believe that in almost 90 per cent of all decisions and events things are either black or white. They are either right or wrong. In school this first started when I was forced unwilling to do a project on the Greek philosopher Plato. While doing the project I read about his views on philosophy and felt a connection to many of his points. When I was done the project I felt the desire to continue my philosophical exploration and swiftly began to find a growing connection to Rationalism. Since then I have enjoyed the readings of many other rationalists such as Leibniz and Spinoza. Other than this, I very much believe in treating people with kindness and respect. The fact is that I'm very respectful to people in many cases to my detriment. My parents always taught me to treat people the way you want to be treated. Like most people, I received my principles and values from my parents. They taught me to never lie, give a 100 per cent in everything you do, do everything you say you're going to do, and live your life to the fullest and don't let anyone tell you you're not worthy of something. I put these values and the many others they have taught me into everything I do.

Presenting Myself

“Working hard to get my fill...Payin' anything to roll the dice.”

I believe that I continue to carry my personal brand in almost all aspects of my life. I try to be respectful and kind to everyone I meet, which allows the brand style to remain in all facets. I treat my professors with respect and always arrive on time because that is what I expect in return. I put a 100 per cent into all my assignments whether I like them or not because if I was presenting myself to a company I want to reflect the core values by which I live. I also plan to work for a company who shares these values because I believe that your career reflects who you are as a person. I also attempt to always present myself professionally. I speak in appropriate English language, dress professional and carry a level of sophistication to all professional

environments. You only get out of life what you put in, so if I expect all these values in other people, I must by nature expect them in myself. All of these things continue showing off the elements that I wish to be see for in the professional branding world. I work hard for everything I have, and I will do everything I need to achieve my goals.



How I want to be seen

“Don’t stop believin’ hold on to the feelin’”

Now I am sure you’re wondering why I chose the title for this paper. I recently found that my life can be quickly defined in one of my favourite songs. That song is “Don’t Stop Believing” by Journey. Lyrics such as “just a small town girl, living in a lonely world” and “she took the midnight train going anywhere,” describe where I am in life. I want to travel and see the world. I want to experience where my father grew up, and what the world has to offer me. I am only 21 years old, I have a lifetime ahead of me to decide what I am doing and where I will be for the rest of my life. I am branding myself as a believer. By branding myself as a believer, I let professionals know that I am open to any experience. I believe there are a million life experiences out there just waiting for me to discover. I’m “...searching in the night” for who I am. Right now I’m a believer in following my passion, in the future I may be a believer in Public Relations with a social responsibility. It’s too soon to tell.

