

Right Career Sales Story – Elevator Statement

Director of Marketing and Public Relations who is in charge of managing different consignment/vintage stores in major cities. Example: Stores in Boston, San Francisco, Chicago, Los Angeles, and New York City. Could be any apparel type of company – new or vintage.

It leverages my personality & strengths – Be my Best

1) An ENFJ is an ideal personality for marketing and/or public relations professionals

- **E (Extraversion):** I focus on the outer world of people and activity
- **N (Intuition):** I see the big picture and focus on future possibilities
- **F (Feeling):** I make decisions based on values and subjective evaluation of people-centered concerns
- **J (Judging):** I like a planned and organized approach

2) My Natural Talents/Strengths/Skills are a great fit

- **Empathy:** Can imagine myself in others' lives or others' situations.
- **Developer:** Can recognize and cultivate the potential in others
- **Includer:** Can get people to come together
- **Artistic Skills:** Beauty, originality, independence, imagination
- **Restorative:** Am good at figuring out what is wrong and resolving it.
- **Achiever:** I have a great deal of stamina and work hard.

It aligns with what has Meaning & Passion to me

- 1) **Helping Others:** recognize and cultivate the potential in others.
- 2) **Working in Teams:** Intrigued with the unique qualities of each person.
- 3) **Meaning at Work:** I make a deep commitment to work in which I really believe.

It provides the Economic Engine I need

I will need to choose something that leverages my natural strengths & personality and my passion, but also has a high income potential.

My Personal Experience supports this choice

- 1) **Fashion:** I have always been interested in fashion, from elementary school on.
- 2) **Value for your money:** I can put together great outfits for very little money.