

Right Career – 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.

Would you like to know why I chose that as a career?

Be My Best –it plays to my personality & strengths

1) ENFJ - 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) Natural Talents/Strengths/Skills

- **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.

Meaning/Passion in my life

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.

Economic Engine

I will need to choose something that has a high income potential.

Whole Person

1) Work Related: I have always been interested in fashion for very little money.

2) Personal Related – These are my Age 30 Vision: Family: married, children, extended family. **Other:** NYC (or other large city), health, friends