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.

**Be My Best –it plays to my personality & strengths**

**1)** **Personality -** **I am an ENFJ**

This is an ideal personality for marketing and/or public relations professionals.

* **E** (Extraversion): I focus on the outer world of people and activity
  + Company of others energizes me more than working alone
  + Always been drawn to team sports
* **N** (Intuition): I see the big picture and focus on future possibilities
  + Work for a company that allows me to brainstorm ideas
* **F** (Feeling): I make decisions based on values and subjective evaluation of people-centered concerns
  + Gift for understanding other’s people’s feelings
* **J** (Judging): I like a planned and organized approach
  + Highly productive, organized, have a lot of energy

2) **Natural Talents/Strengths/Skills**

* **Empathy:** Can sense the feelings of other people by imagining myself in others’ lives or others’ situations.
  + Maintaining harmony relationships is a natural skill
  + Gift for understanding other’s people’s feelings
  + Warm, compassionate and friendly, naturally empathetic, are able to anticipate other’s needs
* **Developer:** People who are especially talented in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.
* I am able to get people motivated to be the best they can be.
* Charismatic leadership and ability to build consensus
* Enthusiasm and ability to enlist cooperation from others
* **Includer:** Aware of those who feel left out, and make an effort to include them. Naturally drawn to soccer.
  + Blessed with rare gift of making personal connections
  + Can get people to come together and see how everyone can get along
* **Artistic Skills:** Beauty, originality, independence, imagination (all things creative which I cherish and value). I am creative and can put together clothing outfits, without spending much money
* **Achiever:** People who are especially talented in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.
  + A strong drive to be productive and reach my goals
  + Highly productive, organized, have a lot of energy
  + Always been part of high level competitive soccer teams
* **Enterprising:** Founded a company when I was in 7th grade – Down to Earth.Like persuading and marketing**.** Building markets for ideas or products
* **Restorative:** Am good at figuring out what is wrong and resolving it.
  + I am good at looking at projects and seeing how to make it even better
  + Taking what others have developed and applying it to new situations
* **Information Skills**: Iam good at connecting all the little pieces together to see the bigger picture and reach the main goal

**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. I have a gift for figuring out how people who are different can work together productively

**3) Meaning at Work:** I need to make sure that I have personal growth in my career and that I feel like I am making a contribution to my company and even to the world. I make a deep commitment to work in which I really believe.

**Economic Engine**

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

**Whole Person**

**1) Work Related**

* **Fashion:** I have always been interested in fashion, from elementary school on. I would like to work in or around this industry.
* **Value for my money:** One of the things I am proud of related to fashion is how I can put together great outfits for very little money. This is important to all ages, especially young women just starting their careers.

**2) Personal Related – These are my Age 30 Vision**

* **Family:** married, children, extended family
* **Other:** NYC (or other large city), health, friends