

My Career Strategy

It was a childhood that represented a chaotic and confusing life for a young girl growing up. Faced with the constant question “What do you want to be when you grow up?” This is one of the hardest questions people face in their lives. As a farm girl with little experience, I struggled with confusion and despair for nearly two decades until I decided to take a courageous stance.

I drove over 1,000 miles in two days in a Honda Fit that I crammed my athletic five-foot-ten-inch through the door frame. My entire life collection of clothes and blankets was stuffed filling the empty space.

I arrived in South Florida for the first time ever in my life. Overwhelmed with excitement, I soon found myself living on campus at Florida Atlantic University and applying for local jobs. Within a couple of months, the COVID-19 pandemic shook the entire world, specifically mine. Imagine knowing nobody and having no local friends or family to ask for help. After days of sleeping in my car, it was clear I had no other choice but to turn around and drive. Who knew how long this would continue or even how to get a job when everything was shut down? Over a year later restaurants partially began to open back up with new protocols such as distancing tables.

I still felt this heartfelt message that Florida was where I needed to be. On a random Sunday night almost 2 years later I got a message in an old school group chat, “If anyone is looking for work my job is looking to hire”. I knew this was a clear opportunity so I raced to reply, explaining I would need a couple days to drive back down to South Florida for an interview. This drive wasn’t nearly as fun or exciting as the first. Instead, my heart was racing as

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my mind filled with questions and hesitation. I continued straight down I-95 South for the next 2 days until I reached the sales job interview.

Following the interview came more sleepless nights in my car up until the fourth day of training at my new job. A customer recognized me from school and said one of her friends was looking for a 3rd roommate and asked if I was looking to rent out a room. The story continues after moving in with her, I took on a second job she introduced me to, which was in fine dining. Working at a fine dining restaurant allows all employees to meet diverse clientele with successful tips like investing and representing yourself through your own branding.

I was talking to potential employers, celebrities, authors, businessmen, etc., every day, gaining more knowledge on finances, mindset, and work ethic. This soon led to my trial and error stage. With so many people telling me their success stories, I started my own websites that worked with different suppliers of cosmetics, attempted to create my own products, and then started writing motivational self-help books on my own experiences.

Everything began making sense and soon began my passion for media and the power of people's voices. This one change immediately began to pave a career path for me in media and communications. Research and experience soon confirmed this path which led me to understanding what I want to do with my professional life.

An Introduction to My Professional Goal/My Target Professional Domain(s)

The future is unknown, I can't argue that but in the coming years, I am confident that my enthusiastic passion for media will allow me to write and report on different stories all around the world. My personable communication skills will allow me to flourish in media and seize audience engagement. On the other hand, my unique heart for humanity and the future is what

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draws me to a professional communication specialist career. This target domain allows my persuasion skills and vibrant personality to touch audiences and communicate messages and content effectively.

My Specific Target Audience(s)

As important as communication and media is, the most important part would be the audience and their interpretation of the messages. My specific target audience would be the general public as they are the main consumer of media and news information. I effectively communicate and create messages while connecting to the audience through the power of persuasion and storytelling. Through my personal experiences and education, I have the power to grasp an audience's attention and deliver a concise message. Most people have not absorbed the personable work knowledge and experience that I have through years of luxury restaurant & hospitality experience.

Media allows different audiences to engage in what is being shared and observed. For me, as I am a professional with understanding different audiences and guest needs making me an effective communicator. Even though media can appeal to specific audiences, stories and being an effective communicator have the ability to touch and affect every person that comes in contact with it which is why it is necessary to have someone like me working in this field.

My Present-Day Professional Positioning

Experience is power, and the sooner we can all see that will lead to endless opportunities. Condensing over twenty-three years of life experience into concise highlights serves as a window for employers to gain insight into your character and accomplishments. One relevant accomplishment I have is teamwork and leadership. From the beginning of middle school up

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until the present, I have been captain of several sports teams and clubs. This title was challenging as it represents sleepless nights, stress, and extra work. A sports captain's daily duties include planning team events such as pasta parties, fundraising events, community engagement events, and even coaching. After a full day of school, practice/games, and homework, I had to find extra time to plan and communicate these events with hundreds of people. The title of captain represents me as a hardworking person who puts others' needs before their own, has excellent teamwork, and is a natural leader who isn't afraid to make changes and support their teammates.

As important as leadership and teamwork is there are also independent skills that really sell me in communications. During this time I was faced with one of my hardest life challenges. While being involved in networking and school, I was also challenging severe medical issues that forever changed the course of my life. Enjoying my youth came to an abrupt end when I was diagnosed with a severe chronic illness. I found out I needed emergency surgery, which was going to result in the inability ever to have children in my life. This was something I never thought to prepare for or even understand how to overcome this.

I begged god for the answer many ask, "Why me? What did I do to deserve this?" In a matter of months, I created an entire informational pamphlet on what my chronic illness was and how to diagnose it early to avoid what happened to me. I went to every local school and OBGYN to speak and hand out my pamphlets. I am the person who turns bad into good no matter how difficult the situation is. My passion led me to make a difference in others' lives and help educate people effectively through my personal experiences. I am confident when I say my dedication and strength are independent skills that will allow me to be a more qualified and experienced leader.

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Over the past 3 years, I have also worked in fine-dining restaurants as a customer service advocate. Even when faced with so many challenges, I have never been the person to give up. I've felt loneliness, disappointment, failure, and fear and learned how to use those experiences as skills. This title has allowed me to create effective networking skills as well as being extremely experienced in customer service. Working hand-in-hand with customers has allowed my problem-solving skills to flourish as I am very knowledgeable in solving guests' problems while still providing an excellent experience. These skills are important as a media enthusiast because they allow me to practice audience engagement and conflict resolution skills.

Being optimistic is being hopeful, but being confident is being certain. With this said, I am confident that my attributes as an individual and my unique experiences as a future employee will allow me to grasp a profession in the media field and conquer any obstacles in my way. Through my experiences, it can be seen how passionate I am about advocating and connecting with people and media. Having a job that allows me to excel in both aspects would be a precise fit. I look forward to sharing my knowledge and stories with future audiences.