



Adelynn White

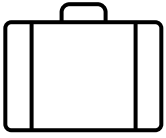
Personal Branding Project

What Makes You “You?”



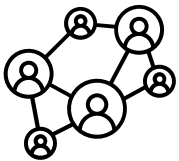
Unique Qualities

Being a well-rounded person proves to be more beneficial than anything else. I find interest in everything I do. This was present as I tried to decide on a major. For months I searched religiously to find the path that best fit. However, every major appeared to be “the one” as I knew I could succeed in them all. This well-rounded mindset is possible due to my highly determined and self-motivated personality. Because I find interest in anything, I put my entire heart and soul into everything I do. Nothing can be half-heartedly finished or barely meet the standard. I strive to get the most out of every opportunity to learn and work. Yet the reality is that not everything happens according to plan, and I love the ability to adapt to new situations. New challenges bring new opportunities to learn, they allow one to think outside of the box and push the limits of the mind. That is why I believe that everything happens for a reason. Every challenge I encounter, every person I meet, and every experience I see is valuable for my life. There is so much we can take from this world if we choose to learn from it.



Life Experiences

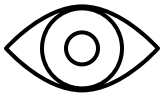
These mindsets were not encountered accidentally. Many events in my life have shaped me into the person I am today. Throughout my life, I have moved across the country numerous times. These changes allowed me to adapt to new communities. They gave me a sense of self-dependability as I took on unknown areas. Yet looking back I have a newfound confidence that I can take when tackling new challenges. This confidence has built as I developed into a student-athlete. Many ups and downs come with being an athlete yet being thrown into uncomfortable situations mentally and physically is a daily given. These experiences have built mental toughness that bleeds into every area of life. Not only this, but being an athlete brings injuries, and in my case: hip surgery. However, this surgery was an opportunity to recognize elements of myself that were previously hidden. This reveal uncovered the true differences that defined me. One of these differences was my declaration of faith, which was highlighted as I got baptized in my freshman year of college; a true sign that I was committing to a different life.



Unique Connections

These different perspectives have fostered beneficial relationships that I can take with me throughout my entire life. Being a student-athlete has brought connections throughout the athletic and professional worlds.

Influential speakers, coaches, mentors, and much more know what it means to succeed in a chaotic world. Another perspective brought to the table is through the career I had at Dutch Bros. This connection-driven company taught me what it means to foster authentic relationships with the community. Through this, I strengthened deep relationships with coworkers and every customer who came through the window. This value on connection shows how relationships can be beneficial as they carry throughout my life.



Perspectives

One of the greatest perspectives I carry is that everything happens for a reason. Not only is this a positive outlook on life, but it also allows me to be unaffected by the uncontrollable. As previously stated, every unplanned experience proves to be beneficial if you can learn from it. This said, no problem ever shakes my foundation. I look forward to the spontaneous changes that alter my schedule. This is beneficial as I take challenges as a way to learn and grow rather than a setback.



Interests and Hobbies

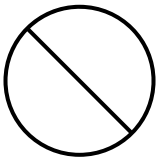
This perspective is the reason why many hobbies and interests consume my day. Of course, health and wellness are some of my top interests, however, I am also interested in cooking and creating. I love to make new things, whether that be in the realm of food or art. Being creative is one of the things that fills my cup no matter what the outlet may be. I also love to

investigate motivational means, mental health, and faith. By exploring deeper into how we understand and respond to certain situations, I can better respond and help others respond to external pressures in the world.



Describing Myself in Social Settings

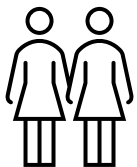
One of the first words that comes to mind when describing myself professionally is hardworking. I always prioritize the task at hand and will not stop until it is finished. I organize my time accordingly to leave room for life itself. I hold to my plan and put forth my best effort until all is done. Yet in the end, I always say that I tackle every task with joy for it is all an opportunity to learn and get better.



Descriptors I Would Not Use

This said some of the words that are not used to describe me are lazy or easily deterred. I always know what needs to be done and when it must be accomplished. I never try to slack off until all is done well. I will even plan far ahead to complete tasks just in case life throws a spontaneous curveball.

My Expertise



Strong Relationships

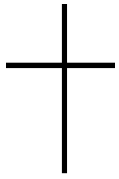
One of the most valuable things in life is the things you get to experience with others. It is important to be intentional with every person

you interact with, for you never know what you could learn or how you can help them. My experience working at Dutch Bros highlighted this intentionality with an emphasis on creating connections by making massive differences one cup at a time. This motto carried over into every area of my life, teaching me that I can truly connect with individuals and make their day a little bit better. Not only this, but these relationships can carry on with you your entire life, giving you beneficial connections or opportunities in the future.



Authenticity

There is constantly a fight between what the world wants to see and the truth. However, authenticity should always be of the utmost importance. Whether it is a personal or professional setting, it is key to be truthful with everyone. Being authentic allows you to connect with others and build stronger relationships. I have found this to be true in the realm of social media especially. I strive to make my social media presence authentic and reflective of everything that happens in my life. I do not only showcase the highlights of my life. By only posting highlights, not only are you contributing to the fake culture of social media, but you also then have to uphold a fake version of yourself. Authenticity is important to create valuable connections and keep those connections so that the truth can be upheld.



Faith

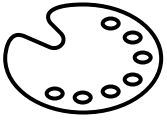
Faith is the foundation of everything in my life. It is important to have a strong foundation so that when challenges arise, one is not easily dissuaded or knocked down. Strong faith in God has created resilience and confidence like no other. I can take on every area in my life with a newfound confidence that I know God is giving me the strength and power to succeed. I know that everything happens for a reason that God is leading me through intentional paths of life. That is why I chose to be baptized in my freshman year of college. For I knew that if my foundation rested in Him, then I was ready for anything.



Positivity

Through all my life experiences, I have learned that everything should be tackled with joy and gratefulness. My faith has taught this to be true, as we should rejoice in every opportunity and blessing in life. Yet I have also carried this through my work and athletic career. Throughout working at Dutch Bros, I found that you are always able to be kind. You never know what someone is going through, and your positivity can truly change their day. Positivity is also present in athletics. Within beach volleyball, there have been days where tasks seem impossible. Yet showing up with a positive mindset made all the difference. Leading with joy allows you to accomplish far more and you leave feeling better than ever. This positivity within

yourself is also radiant to others, for if you express joy in what you do it is likely that the moods of those around you will also improve. Positivity allows you to make the world a better place one small act at a time.



Creative

Being different is one of the greatest assets one can offer. Throughout my life, I have loved applying unique and imaginative perspectives to the simplest concepts. My creativity flowed through art as I was growing up. I was constantly painting, making new crafts, or combining any elements I saw fit. This creativity progressed into elements of cooking, as I love to take on the challenge of seeing what I can make with what I have. Throughout all these experiences, creativity has allowed me to better adapt to unexpected situations. I look forward to thinking out of the box and finding new solutions to difficult issues.



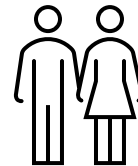
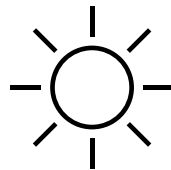
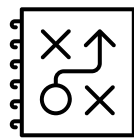
Holistic Wellness

Being an athlete, there is a constant emphasis on keeping your body in the best shape possible no matter the circumstance. At first, this meant consistent conditioning, stretching, and intense practices. However, I now know that everything that you do affects the shape of your body. Sleep, nutrition, stress, recovery, and much more factor into how your body responds to the workouts you put it through. This holistic approach has allowed me to view life from a different perspective. I must properly fuel my

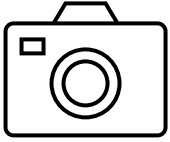
body and take in the necessary nutrients for my body to properly grow. Not only this, but I must take the proper mental breaks and self-care measures to ensure that I can take on the stressors that life presents. Everything in the body is connected and if you do not take care of some of the parts, the rest of the components will eventually crumble. This holistic approach does not only apply to the body but also to parts of a brand or company. No organization can succeed without each of its parts being managed properly.

Brand Voice Statement

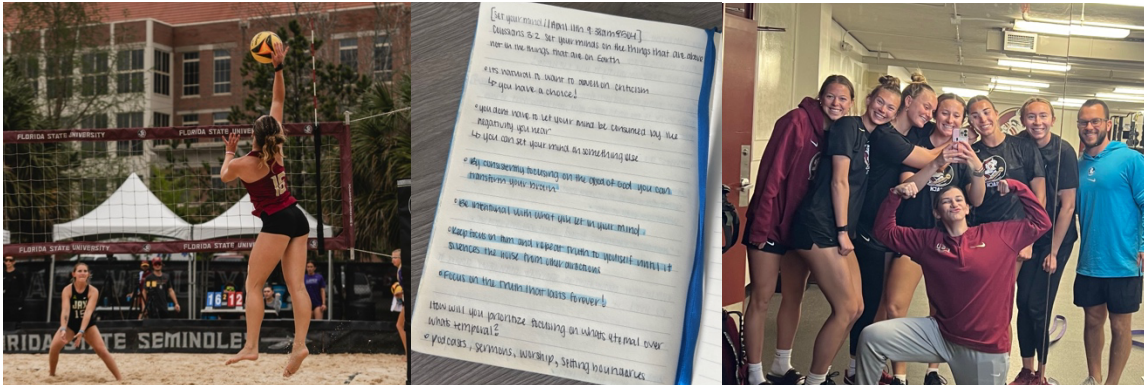
With a positive perspective, I rejoice in the opportunities and challenges that allow me to grow. Through innovation and creativity, I believe that I learn more about myself through each setback I encounter. I know everything happens for a reason and every experience has allowed me to develop authentic relationships with others that are beneficial for a lifetime.



Social Media Content



Instagram Vlog



One piece of content that represents me would be a vlog that takes the audience throughout my day. It would be posted on Instagram through Reels, as this is a platform that can reach my followers along with new audiences and entice them to click and watch more. It would showcase my busy schedule, from classes, practice, rehab, studying, and everything else that comes about. Yet throughout what some may see to be stressful, they would see me having fun with friends and making the most of every moment. I want the audience to see that we do encounter many challenges, contradictory to what some influencers highlight in their lives. However, I want people to see how they can overcome these challenges with joy. Overall, the video would be lighthearted and fun. Pop music would fill the background and quick changes between clips would showcase the exciting and sporadic moments occurring every day. I want to encourage others to live through life with joy rather than

stress. I want them to see me as authentic and understand that we are all going through tense moments, but it is how we react to it that matters.