

# Creative Brief

## Goals

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- Grab attention of employers by showing right off the bat that I am qualified and creative, making me capable of joining their organization and accomplishing their goals
- Obtain a job through my graphic design and PR skills shown in my resume and cover letter.
- Stand out to employers by presenting myself and my portfolio that is unique to my personal brand



## Key Insight

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Improve my job possibilities by creating a brand that expressed my personality and attracts employers

## Key Takeaway

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I am a valueable asset to my future company and I strive to show that I am capable of great work within the public relations industry

# Reason to believe

I am a passionate, creative, and an adaptable employee whom is ready to take on new challenges and get the job done right.

# Positioning

I always prepare for the worst so I am better prepared for any small mishaps along the way.



# Personality

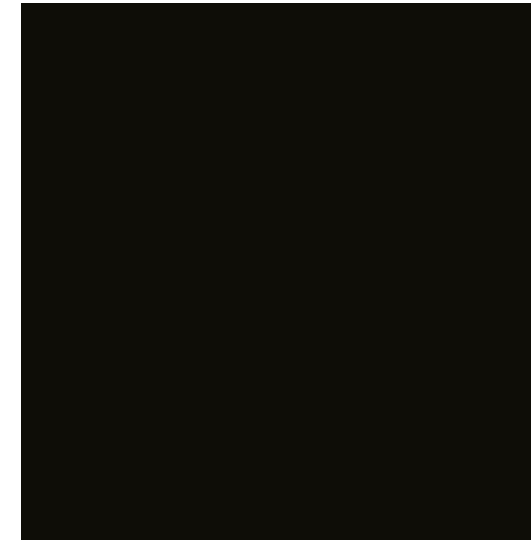
Creative, reliable, confident, hard working communicative and supportive.

# Targeting

My main focus is to make sure that my hard work is shown in every task I take on and that it is done well the first time



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Headline, Body, and Subhead - Kollektif

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