

Personal Strategic Plan

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Table of Contents

Table of Contents 1

Introduction 2

Statement of Your Long Term Career Goal 3

Self Assessment5

Description of Your Dream Job8

Strategic Career Plan11

Conclusion14

References15

Appendix A- Resumes16

Appendix B- Supporting Documents18

Introduction

The Personal Strategic Plan (PSP) helps me to identify and target my career goals after graduation from Radford University. I know I am not permanently bounded by what I wrote and planned in PSP; however, it is a good way for me to start the road into an ideal career. The processes, degrees, and experiences are all planned out in order to obtain the job that I desire. I am sure that I will revise this a few times over the rest of my career. The thought and research process is very beneficial to myself of where I want to be in the future. PSP allows me to identify gaps or inconsistencies in my thinking and career planning, which enables me to make better career and personal decisions.

Stating and thinking about my long term career goal would be the first step in the process. Writing down what I really love to do, what I want to do in the future, what kind and how much knowledge I want to obtain from my job, and how content will I be working with this company are all extremely important aspects.

The second part of the PSP is to know how I work and deal with challenges. This is where the self assessment comes along. When taking a self assessment quiz online, the site gauges my personality traits and work ethics so I can better match my target career to myself.

By using the ONet online summary report, I found the descriptions of my targeted job as being a promotional and advertising manager. This job fits both my personality and my interest in work. I can combine both my creativity and the knowledge I learned from being

a marketing major together to perform my job. The strategic career plan would be the next part of PSP where I create a detailed timeline of what kind of job experiences I desire to obtain in order to have some knowledge and experience to become a promotional and advertising manager.

Statement of long term career goal

Creativity and marketing have been my two main interests ever since I was young. This is why I would like to advance into a career of being an advertising and promotions director. This career fits perfectly into both the creativity and the marketing aspects of myself. An advertising and promotions director has to “plan and direct advertising policies and programs or product collateral materials such as poster, contests, coupons or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis” (ONet OnLine). With my experience in art and design throughout high school, and the marketing business degrees, I could be a successful director.

After researching on different companies online, I have decided that Crate and Barrel would be my ideal company that I would want to work for. After finding an ideal company,

I would plan to setup an informational interview with one of the employees to understand in-depth company philosophies and procedures.

Many of the tasks that were listed in the job description from O Net OnLine sounded appealing. Being able to identify and pick out a good ad and promote it through marketing skill would be enjoyable to do as a part of this career. There is also different knowledge, skills, and abilities that are required to achieve being a successful advertising and promotional director. An essential ability to have as an advertising and promotions director is being proficient in inductive and deductive reasoning, so problems can be solved quickly without any complications. Some of the skills that a company desires are being able to manage time, make quick decisions, and being able to persuade customers. I believe this career goal can be met, as I am willing to learn to become proficient in the industry through experience and effort.

The second part of the PSP is to know how I work and deal with challenges. This is where the self assessment comes along. When taking a self assessment quiz online, the site gauges my personality traits and work ethics so I can better match my target career to myself.

Aim for the career that truly fits me.

Self Assessment

Core values and interests are a couple of qualitative characteristics that can describe someone. Accountability and integrity are two of my core values. From my working experiences in different industries, I have grown to become more responsible and reliable. In order to be an outstanding employee, I am responsible to complete tasks, which are assigned by the employers, in a timely and efficient fashion.

Creativity has always been my main interest ever since I was a child. Creating images and thinking outside of the box require much time, but it was always enjoyable and worthwhile. I would spend days and even months creating an advertisement without any complaints. I also love to communicate with different people. Working long hours in a family restaurant has helped me develop oral communication skills with customers. Those communication skills eventually became very pleasant for me since I was able to share thoughts with others.

Forcing myself to adapt to a new culture has been one of the greatest achievements in my life. Moving to the United States without any preparation was difficult for me. I had a short period of time to learn English in order to catch up to the level of the other students of my age. Being on the dean's list was another great achievement I have accomplished in college. Even though it was only a semester, my hard work finally paid off as I was recognized for my academic achievements.

The personality test that I took on Similarminds.com was right on target. It described me as having attributes such as extroversion, orderliness, emotional stability and accommodation. I am a very “talkative, outgoing, sociable and interacting...” person. That is another reason why I love my job as being a waitress and hostess. I get to talk to people everyday, which make me forget about my worries. I am also a very “organized, neat, structured and restrained” person. I have a list of things that needs to be done everyday to ensure that nothing is left out. The cleanness relates directly to my mood. If something is dirty, I can be moody until it gets cleaned up. Furthermore, I am also a very helpful person, which builds off from my work experiences. Working in the food industry, I am always there to help the customers when they need help. It is within the boundaries of my job as well as an integral part of my lifestyle.

One of my proudest strength is being trilingual. I am fluent in the language of Mandarin Chinese as well as English. I have also learned basic Spanish throughout my high school years. I am also an expert when it comes to communicating with customers and keeping them satisfied with the service.

One of my greatest weaknesses is my writing. I believe I still have difficulties at times with my transition from Mandarin Chinese to English. I often translate from one to another when I am confused with how I want to express my feelings. This can create some misunderstandings because they are two different languages with completely different

grammar structures.

The geographical area in which I am aiming to settle in is the DC metro area. There are more job offerings in that area with high salaries than any other areas in the region. It is also a very convenient area for me since there is so much diversity in the population in northern Virginia. There are many international grocery stores and malls to choose from. Also, many of my friends live there, so it is easy to socialize and keep in contact with them.

Working in teams is an ideal work environment for me. I love being around people and I was also raised in a collectivistic society. A hands-on learning style would also be the best way for me to absorb new information and develop skills.

However, there are a few constraints that delay my pursuit of my target career. Earning my college degree would be the first and foremost constraint that I am currently working on right now. In order to be eligible to be an advertising and promotion director, I would have to earn my college business degree. Family responsibility is also another main constraint that is holding me back. My parents own a family restaurant in which they wish me to help them run for the next two years. I am obligated to assist them with their business difficulties due to their lack of ability to speak English fluently. My final constraint is money. I am also responsible for my younger brother's financial issues through college, which means that I have to start saving money for his collegiate education.

Realizing how many accomplishments that I have achieved throughout my life really

motivates me to do better. I wish to always learn new skills and attributes to better myself even further so that I can one day reach my career goal of becoming an advertising and promotion director.

By using my self assessment and the ONet online summary report, I found the descriptions of my targeted job as being a promotional and advertising manager. This job fits both my personality and my interest in work. I can combine both my creativity and the knowledge I learned from being a marketing major together to perform my job.

Description of Your Dream Job

11-2011.00 - Advertising and Promotions Managers

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Tasks:

- Prepare budgets and submit estimates for program costs as part of campaign plan
- Development.
- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.
- Assist with annual budget development.

- Inspect layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications.
- Coordinate activities of departments, such as sales, graphic arts, media, finance, and research.
- Prepare and negotiate advertising and sales contracts.
- Identify and develop contacts for promotional campaigns and industry programs that meet identified buyer targets such as dealers, distributors, or consumers.
- Gather and organize information to plan advertising campaigns.
- Confer with department heads or staff to discuss topics such as contracts, selection of advertising media, or product to be advertised.
- Confer with clients to provide marketing or technical advice.

Knowledge: English Language, sales and marketing, communications and media, customer and personal service, administration and management, design, computers and electronics, production and electronics, production and processing, clerical, and fine arts.

Skills: writing, service orientation, active listening, reading comprehension, time management, judgment and decision making, speaking, critical thinking, persuasion, and management of financial resources

Abilities:

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Speech Clarity — The ability to speak clearly so others can understand you.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Speech Recognition — The ability to identify and understand the speech of another person.

Written Expression — The ability to communicate information and ideas in writing so others will understand.

Written Comprehension — The ability to read and understand information and ideas presented in writing.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Work Activities: Organizing, planning, and prioritizing work, getting information, making decisions and solving problems, performing for or working directly with the public, establishing and maintaining interpersonal relationships, interacting with computers, performing administrative activities, communicating with persons outside organization, thinking creatively, and communicating with supervisors, peers, or subordinates.

Work Context: Telephone, contact with others, work with work group or team, deal with external customers, face-to-face discussions, structured versus unstructured work, freedom to make decisions, impact of decisions on co-workers or company results, coordinate or lead others and letters and memos.

Interests: Artistic, Enterprising, and Social.

Work Styles: attention to detail, dependability, integrity, innovation, adaptability/ flexibility, initiative, self control, achievement/effort, cooperation, and persistence

Work Values: Achievement and independence

Location	Pay Period	2006				
		10%	25%	Median	75%	90%
United States	Hourly	\$17.42	\$23.49	\$35.12	\$52.42	\$70.01+
	Yearly	\$36,200	\$48,900	\$73,000	\$109,000	\$145,600+
Virginia	Hourly	\$15.09	\$21.67	\$32.58	\$53.84	\$70.01+
	Yearly	\$31,400	\$45,100	\$67,800	\$112,000	\$145,600+

The strategic career plan would be the next part of PSP where I create a detailed timeline of what kind of job experiences I desire to obtain in order to have some knowledge and experience to become a promotional and advertising manager.

Strategic Career Plan

Year(s)	Activity
May, 2008	Graduated from undergraduate school with a Bachelor of Business Administration (BBA) in marketing and minor in media study focusing in advertising. Containing an overall GPA of 3.2.
2008- 2010	<p>Employed by the Martin Agency in Richmond, VA as a sales and creative assistant to gain more knowledge in the advertising field and direct marketing.</p> <p><u>The knowledge and skills needed to obtain this job:</u></p> <ul style="list-style-type: none"> - Bachelor’s degree in Marketing or related field work. - Excellent written and verbal communication skills. - Retail experience preferred. - Worked with tight deadlines, managed multiple vendors and projects. - Developed/analyzed complex views, queries and reports. - Assisted clients to create ideas for new advertising campaigns. - Operated independently and with minimal supervision. <p><u>The knowledge and skills gained:</u></p> <ul style="list-style-type: none"> - Developed new ideas for advertisements using creativity skills. - Assisted multiple clients in a limited amount of time. - Worked under minimal supervision. - Developed excellent advertising campaigns. - Supported direct marketing analyses and reports.
2010- 2013	<ul style="list-style-type: none"> - Employed as a database market analyst for Crate & Barrel located in Richmond, VA. <p><u>The knowledge and skills gained:</u></p> <ul style="list-style-type: none"> - Worked with internal clients to establish ad-hoc and scheduled reporting needs and desired formats. - Interpreted and effectively communicated results of analytical findings to technical and non-technical audiences. - Coordinated schedule and distribution of standard marketing reporting. - Verified accuracy of marketing reporting and analyses. - Coordinated promotion analysis efforts incorporating cross-channel measurement to support business decision making. - Worked with members of IT and constituent groups to ensure accurate collection of customer data. - Coordinated IT support, issue resolution, requirements, and testing for the

	<p>database environment.</p> <ul style="list-style-type: none"> - Managed schedules for database updates and data exchanges. - Supported data enhancements (e.g. demographic appends). - Developed and reviewed audits and reports to insure on-going database quality. <p><u>The knowledge and skills needed to obtain this job:</u></p> <ul style="list-style-type: none"> - Firm knowledge of crucial business practices including analyzing, auditing, reconciliation and producing finished products that can be easily used by management - Experienced in coordinating projects and providing requirements to system areas - Experienced with a relational customer database, strong command of SQL, and advanced Excel skills. - Excellent quantitative skills. - Collaborative team player who is used to a fast paced environment. - Managed multiple assignments and deliver projects on schedule. - Thorough work, attention to detail, consistently accurate reporting. - Excellent written and verbal communication skills. - Independent learner who will continue to refine skills and increase job and company knowledge to meet new challenges.
<p>2013- 2017</p>	<p>Attended VCU to obtain an advertising degree to enhance creativity skills and advertising knowledge to advance in those disciplines. While attending school, worked as a part-time assistant for Martin Agency as a sale and creative assistant (Refers to the first job in 2008)</p>
<p>2017-2026</p>	<p>Employed as a Senior Information Architect for Crate & Barrel located in Fairfax, VA.</p> <p><u>The knowledge and skills gained:</u></p> <ul style="list-style-type: none"> - Managed all aspects of information architecture for all company websites ensuring the highest standards in process, interface design and user experience. - Managed customer experience for all company websites paying careful attention to the optimum balance across all channels. - Managed all aspects of customer feedback for all company websites. - Worked collaboratively with the CIO to provide information architecture for other customer facing projects. - Led strategic initiatives and evaluations that push change and competitive advantage in the areas of information architecture and customer experience. - Hired, trained and coached staff to support future business needs.

	<p><u>The knowledge and skills needed to obtain this job:</u></p> <ul style="list-style-type: none"> - Experienced designing functionality for commercial websites, e-commerce experience preferred. - Proficient in Microsoft Word, Excel, PowerPoint, Visio and HTML editing tools. - Excellent communication and organizational skills. - Passion for attention to details and simple, clear interface design.
2026-34	<p>Employed as an advertising and promotional manager for Crate & Barrel</p> <p><u>The knowledge and skills gained:</u></p> <ul style="list-style-type: none"> - Prepared budgets and submit estimates for program costs as part of campaign plan development. - Planned and prepared advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies. - Assisted with annual budget development. - Inspected layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications. - Coordinated activities of departments, such as sales, graphic arts, media, finance, and research. - Prepared and negotiated advertising and sales contracts. - Identified and developed contacts for promotional campaigns and industry programs that meet identified buyer targets such as dealers, distributors, or consumers. - Gathered and organized information to plan advertising campaigns. - Worked with department heads or staff to discuss topics such as contracts, selection of advertising media, or product to be advertised. - Worked with clients to provide marketing or technical advice. <p><u>The knowledge and skills needed to obtain this job:</u></p> <ul style="list-style-type: none"> - 5 or more years in the field of advertising and direct marketing. - Ability to define the difference between good and bad advertising strategies. - At least 5 years experience designing functionality for commercial websites, e-commerce experience preferred.
2034	Retired

Conclusion

In completing the Personal Strategic Plan (PSP), I have learned a great deal about my future plan and the qualifications I need to achieve in order to obtain my dream job. Being employed as an advertising and promotional manager for Crate & Barrel would fit both my interests and skills that I have obtained from my studies. It is always good to plan ahead rather than falling behind on ideal plans for the future. Even if my plans fell behind, I can always substitute or think of new things that I might want to do at that point. The thoughts and processes creating the PSP has been very beneficial as it reflects myself. The PSP will be a reference that I can look over every now and then after graduation to keep my career plans together.

References

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