



DAVID
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**PERSONAL BRAND
STATEMENT**



Positioning Statement

A creative, perceptive leader with a cinematic vision who sets a platform for building a strong, timeless connection between organizations and their audience.

Brand Positioning

Essentially, creating a brand creating building your core competence and packaging it to make it marketable. That said, to have a strong brand, I need to create a brand that is for my customers, and my customers are primarily my potential employers – specifically in my field of interest (entertainment, publishing, PR, etc.). That said, I am building a brand that can relate to my target market or industry, so building a brand around creative leadership for my intended career.

Insightful.

trovert.



Personal Brand: Target Audience



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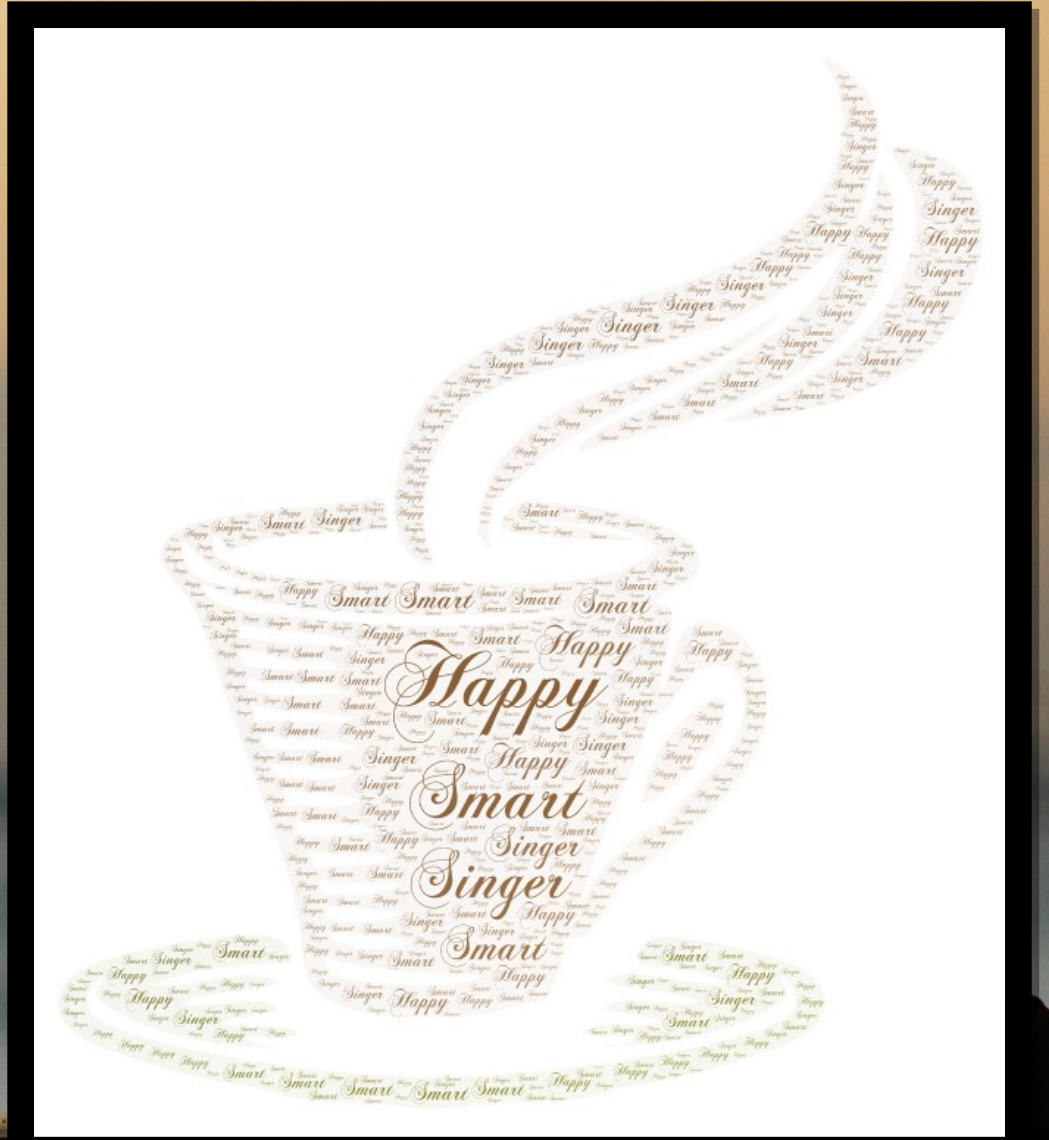
Survey:
Words that come into people's mind when
they think of me:

Positive things that I am not, based on the survey:

Happy – I am honestly not happy, and I feel that when people see this side of me, there is a tendency to affect my brand because people often associate happiness and contentment to confidence and success. Therefore, over implying that I'm happy, when really, I'm more "focused" than happy / content, leaves certain negative perception from the people who might be interested in working with me because of my personal brand.

Smart – I don't consider myself as "smart" primarily because I feel that I still have a lot to learn. Honestly, this positive trait somewhat negatively impacts me because of my perfectionism and anxiety that makes me feel that I'm always behind. Therefore, being referred as smart creates pressure that leads to, metaphorically, a self-harming response to my brand – by me.

Singer – people, especially those who are very close to me, know that I used to be a singer, sometimes even dubbed as a total performer when I was young. However, while still being described as a singer is a compliment, it does imply that my brand has an expertise in music or performing arts, when it does. Therefore, being described as a singer can sometimes misrepresent my brand.



Personal Brand Analysis

General Insights / Assessment

Based on the people's survey and how I've observed the consistencies in my personal image, I am essentially, and primarily, on-brand. Keywords such as "stylish" and being "supportive" were things that I have long built not only because of personal motivations, but also to potentially build a cultural fit advantage by creating such perception that I am stylish and artistic, for example, so that I can create that connection off the bat with the companies that I aspire to work for.

Points of Parity

Visual clarity – based on the people's response, I became more aware of my visual aesthetics. In the context of image development, my ensemble is stylish, yet relaxed. Smart-casual, but capacity to be somewhat edgy, which great resembles my personality as well.

Authentic collaboration – deeply understand the company's mission and aspirations, and create a path to build on their core competencies

Perceptive – analyzing how each action could be perceived by the others; able to provide recommendations for things to do and avoid that might have an impact on image or brand.

Creative Process – understanding the creative process and using it as an essential and integral process with building a relatable branding strategy, with a strong and captivating narrative.

Gaps

The Gaps have been primarily brought by misleading personal cues, such as my personality that includes habits from my non-verbal manners and facial cues that ultimately impacts my brand or "perceived image" negatively. Based on the survey, I've noticed a significant level of attention to my "unfriendly" demeanor because of my introverted personality combined with my "overly focused" or rather my almost "non-reactive" expressions, which

It is important to address these gaps because it can be in the way of establishing my brand as it can easily be taken over by people's negative perception, therefore, creating a not-so-safe and thriving environment to introduce, if not to promote, my brand.

Bridging Brand Gap

Continue to be proactive and to be sensitive with how my personality is clashing with my brand. My brand must be treated as a representation of my skills and professional value, so I need to make sure that I am continuously learning and developing my personality so I can progressively avert the negative attributes in my image brought by the internal influence that is – both my strength and sometimes weakness – being an introvert.

Additionally, I am an aspiring leader / manager, and leaders have expectations to be a people and culture manager, therefore, having a such negative personality imagery can impact the success of my brand in my career.