

EMMA SHINA



INTRO: NAME & ORIGIN



Name

- **Emma:** Universal, whole, or all-containing (German origin)
- **Lauren:** Wisdom, honor, and accomplishment.
- **Shina:** Virtue, reflecting strong moral character.



Family Origin

- **Israel:** Dad's deep cultural heritage, resilience, and traditions rooted in virtue.
- **Rhode Island:** Mixed with mom's humble, family-oriented roots, honoring tradition and simplicity.

PHILIFESOPHY & VALUES

PHILIFESOPHY:

My general attitude toward life is rooted in optimism, growth, and excitement. I embrace each day with gratitude, cherishing the small moments and seizing opportunities to learn. Humor and empathy guide my interactions, enabling me to connect deeply with others and maintain a positive perspective. If those who know me best could describe me in three words, they would say I am mindful & intuitive, resilient, and insightful.



VALUES:

- Spirituality/ Self Improvement
- Passion/ Independence
- Health and activity
- Accountability/ Responsibility
- Achievement
- Financial prosperity
- Creativity
- Concern for others
- Loyalty
- Concern for environment
- Humility
- Belonging

PASSIONS

AS A CHILD, I LOVED BEING CREATIVE, PLAYING OUTSIDE, AND DRESSING UP. I CELEBRATE SMALL WINS AND FIND JOY IN STRUCTURE TO STAY ACTIVE AND IMAGINATIVE. TODAY, I STAY CONNECTED TO MY INNER CHILD BY DANCING, SINGING, AND THRIFTING. I WORK BEST WITH FLEXIBLE DAILY GOALS AND BRAINSTORM 3–5 NEW IDEAS EACH DAY. CELEBRATING WINS KEEPS ME EXCITED AND GRATEFUL, WHILE STAYING ACTIVE AND GROUNDED HELPS ME FEEL MY BEST. **IF I COULD DO ONLY ONE THING TODAY**, I WOULD GET OUTSIDE WHILE EATING A FULFILLING MEAL

FAVORITE PLACES TO VISIT

- **ENCINITAS, CALIFORNIA:**
 - MY ABSOLUTE FAVORITE PLACE; SAN DIEGO HOLDS MY HEART. I'M OCEAN-ORIENTED AND DRIVEN BY THE SUN, MAKING THIS COASTAL TOWN PERFECT FOR ME.
- **SPAIN, ISRAEL, AND AMSTERDAM:**
 - I ADORE THE VIBRANT CULTURES, RICH HISTORIES, AND UNIQUE ATMOSPHERES OF THESE COUNTRIES.

ASPIRATIONS

WHERE ARE YOU HEADING?

- I AM FOCUSED ON LIVING FULLY, PREPARING, AND TAKING ACTION. MY GOAL IS TO WORK IN A SPACE WHERE I CAN MAKE A MEANINGFUL IMPACT, SURROUNDED BY A SUPPORTIVE TEAM. I ASPIRE TO BE MY OWN BOSS, SHAPING MY FUTURE ON MY TERMS.

ULTIMATE DREAM

- TO CELEBRATE LIFE WITH A LOVING PARTNER, FAMILY, AND FINANCIAL INDEPENDENCE, FEELING YOUNG AT HEART BUT WISE WITH AGE, AND EMBRACING EVERY PHASE OF LIFE WITH PURPOSE.

CALL TO ACTION

- ROOTED IN THE BELIEF THAT "THE RESULT OF PROCRASTINATION IS YOUR DREAM LIFE," I STAY CONSISTENT IN MY PURSUIT OF GROWTH, KNOWING THAT BOTH GROWTH AND STAGNANCY ARE UNCOMFORTABLE. SMALL, INTENTIONAL ACTIONS LEAD TO BIG RESULTS.

INDIVIDUALS I MOST ADMIRE

- BUSINESS: DAN KHABIE AND MARK CUBAN, FOR THEIR LEADERSHIP AND IMPACT.
- LEARNING: PROFESSORS LIKE OSINSKI AND DR. UMASHANKAR, FOR THEIR INSPIRING TEACHING AND CONSISTENCY.
- RESPECT: MY FATHER FOR HIS SACRIFICES, MY MOTHER FOR HER KINDNESS, MY SISTER FOR HER INTELLIGENCE, AND MY FRIENDS FOR THEIR UNIQUE QUALITIES.
- INFLUENCES: JUSTKNATE AND MR. BEAST, FOR DEMONSTRATING THE POWER OF GENEROSITY AND HELPING OTHERS.

SKILLS



STRONGEST SKILLS

- Willingness to learn and grow
- Positive attitude
- Valuable experiences that shape my approach to challenges



SKILLS I WISH TO ACQUIRE

- Further accountability and resilience
- Financial literacy
- Data analysis and market research experience
- Management and entrepreneurship



WHAT SETS ME APART

- Lightness, humor, passion
- Strong conversation skills and nonverbal acknowledgments
- Professionalism and commitment to excellence
- Empathy & curiosity

MY MIRROR:

I SEE SOMEONE WHO IS MORALLY STRAIGHT, KIND, COMMUNICATIVE, AND EXPRESSIVE, WITH A DEEP SENSE OF EMPATHY AND MINDFULNESS. MY INTUITIVE NATURE AND CREATIVITY DRIVE ME TO APPROACH LIFE WITH TENACITY AND A SENSE OF HUMOR, ALWAYS SEEKING NEW PERSPECTIVES.

MY CANVAS:

MY LIFE IS CONSTANTLY EVOLVING AND BUILDING ON ITSELF. IT GROWS IN COMPOUNDS, SHAPED BY MY HABITS, VALUES, BOUNDARIES, MORALS, AND AN EXCITEMENT FOR THE NEW. EVERY DAY, I WORK TO CREATE A MASTERPIECE THAT REFLECTS MY VALUES: KINDNESS, DISCIPLINE, INSIGHT, AND LOVE.

MY STORY:

MY STORY IS ONE OF RESILIENCE, EMPATHY, AND EVOLUTION. I'M A PERSON WHO VALUES CONNECTION AND UNDERSTANDS THAT BOTH CHALLENGES AND JOYS SHAPE WHO I AM. I LIVE WITH INTENTION, GROUNDED IN GRATITUDE, AND AIM TO MAKE A POSITIVE IMPACT ON THE PEOPLE AND WORLD AROUND ME.

MY DREAM DAY:

MY DREAM DAY WOULD START WITH A DELICIOUS BREAKFAST AT A CUTE SPOT LIKE MORNING GLORY, WHERE I'D ENJOY A RELAXING MEAL DRESSED UP A LITTLE. I'D BE WITH MY FRIENDS AND SISTER, CRUISING AROUND IN A CONVERTIBLE, TAKING IN THE BEAUTIFUL VIEWS OF LAGUNA BEACH OR ENCINITAS. LATER, WE'D HEAD TO A NICE DINNER, AND THEN UNWIND IN A HOT TUB. THE DAY WOULD END WITH A COZY MOVIE NIGHT, COMPLETE WITH A CHARCUTERIE BOARD AND POPCORN, SURROUNDED BY THE PEOPLE I LOVE.

MY IDEAL LIFESTYLE

I'D LOVE TO OWN MY OWN BRAND IN THE FASHION, WELLNESS, HEALTH, OR FOOD SPACE, AND LIVE IN LAGUNA BEACH WITH MY BEAUTIFUL FAMILY, INCLUDING TWO KIDS. I ENVISION DRIVING A WHITE PORSCHE SUV AND LIVING A LIFE FILLED WITH QUALITY ITEMS AND FOOD. MY HOME WOULD BE LARGE, COMFORTABLE, AND ONE THAT I OWN. I'D HAVE A CLEAN, WELL-EQUIPPED OFFICE WHERE I CAN WORK EFFICIENTLY AND CREATIVELY. I'D ALSO LOVE TO TRAVEL TO PLACES LIKE THAILAND, CROATIA, AND AUSTRALIA TO EXPERIENCE NEW CULTURES AND ADVENTURES.

WHAT I WANT FROM MY BUSINESS OR CAREER:

- I WANT TO HOLD A POSITION OF POWER AND DELEGATION, BUT BEFORE REACHING THAT POINT, I WANT TO TAKE THE TIME TO LEARN ALL ROLES SO I CAN BETTER UNDERSTAND AND LEAD EFFECTIVELY.
- A BUSINESS IDEA I OFTEN THINK ABOUT IS CREATING SOMETHING OF VALUE, LONGEVITY, AND EASE. ONE DREAM IS TO OPEN A MEDITERRANEAN BRUNCH SPOT THAT SPECIALIZES IN MATCHA, SHAKSHUKA, PLATTERS WITH SKEWERED LEMON CHICKEN, AND FRESH, BALANCED SPECIALTY DRINKS MADE WITH CARE AND PRECISION.
- THE FOCUS WORDS THAT SUMMARIZE WHAT I WANT ARE *DISCIPLINE, PASSION, AND VALUE*.

WHO I WANT TO BE

- I WANT TO BE SOMEONE WHO IS TRULY MEMORABLE, BRINGING AN IRREPLACEABLE ENERGY WHEREVER I GO. I WANT TO MAKE PEOPLE FEEL LIGHT, EASY TO LOVE, AND DEEPLY VALUED. I AIM TO EMBODY THE LOVE AND KINDNESS I WANT TO SEE AND BELIEVE IN.
- I ASPIRE TO POSSESS AND EXUDE TRAITS LIKE CONFIDENCE AND EASE. IN MY WORK, I WANT TO FOCUS ON SOMETHING MEANINGFUL AND IMPACTFUL, SOMETHING BIGGER THAN MYSELF. I WANT TO CREATE CONNECTIONS, HEAR LAUGHTER, AND OFFER PRODUCTS OR EXPERIENCES THAT BRING REAL VALUE. MY GOAL IS TO MAKE OTHERS FEEL FREE FROM THEIR WORRIES, IMMERSED IN JOY, AND SURROUNDED BY POSITIVITY.
- WORDS THAT DEFINE WHO I AM AND STRIVE TO BE INCLUDE *INSPIRATIONAL, VALUABLE, IMPORTANT, POSITIVE, OPTIMISTIC, CONFIDENT, FUNNY, A ROLE MODEL, AND A PRIVILEGE TO BE AROUND*.

POSITIONING

Who am I?

I am Emma Shina, a passionate individual who believes in optimism, purpose, intention, drive, and growth. I'm also someone who loves the simple joys in life like dogs, farmers' markets, matcha, frozen blueberries, and comfy clothes.

What are my major accomplishments, passions, and unique skills?

My major accomplishments include my unwavering drive, willingness to take on challenges, and bravery in pursuing growth. I am curious by nature, unafraid to tackle big tasks, and skilled at knowing when to speak and when to listen. I bring fresh energy and a new perspective to everything I do. My skills include strategy, copywriting, and management, and I am continually expanding my expertise in data analysis and diverse forms of media, both within and beyond paid media. Through various internships, I've gained valuable experience in digital marketing, networking, and other professional skills.

What is my value proposition?

I deliver fresh perspectives and strategic insights that drive impactful outcomes. My ability to connect with people authentically and bring humor, ease, and purpose to every interaction sets me apart. I thrive on creating valuable, meaningful solutions while fostering growth and positivity in every environment.

What do I want? (Call to Action)

My call to action is purposeful growth through consistent steps. My call to action is to bring a unique and irreplaceable experience that inspires learning, laughter, and love—whether it's for consumers, employees, employers, friends, or family. I aim to create connections, *deliver value*, and leave a lasting impression.



POSITIONING STATEMENT



HI, MY NAME IS EMMA SHINA AND I BELIEVE IN GROWTH.

I AM A PASSIONATE MARKETING STUDENT AT SAN DIEGO STATE UNIVERSITY WITH A LOVE FOR GROWTH, INNOVATION, AND MEANINGFUL CONNECTIONS. I AM CURRENTLY A PAID MEDIA INTERN AT MODIFLY, A SAN DIEGO-BASED AGENCY THAT BRINGS MEANING BACK INTO MARKETING THROUGH NIMBLE HANDS, AND DATA DRIVEN RESULTS.

FUELED BY GROWTH, I BRING A CURIOSITY-DRIVEN MINDSET, A VOICE UNAFRAID TO CHALLENGE, AND AN EAGERNESS TO INNOVATE IN THE EVER-CHANGING WORLD OF MARKETING. IN MY ROLE AS A PAID MEDIA INTERN, I HAVE GAINED VALUABLE HANDS-ON EXPERIENCE IN CONSUMER ENGAGEMENT, PAID MEDIA STRATEGIES, AD CREATION, COPYWRITING, AND LEVERAGING PLATFORMS LIKE GOOGLE AND META, WHILE UTILIZING DATA AND KPIS TO OPTIMIZE AND IMPROVE CAMPAIGN PERFORMANCE. PREVIOUSLY, AS A BRAND MEDIA MANAGER AT SUPERWELL CREATIVE STUDIOS, I HONED MY SKILLS IN BRAND STORYTELLING, PROFESSIONAL ENGAGEMENT, AND MANAGEMENT. MY JOURNEY IS DRIVEN BY A COMMITMENT TO CONTINUOUS LEARNING, WHILE STAYING ADAPTABLE TO NEW TRENDS, TECHNOLOGIES, AND CONSUMER BEHAVIORS TO DELIVER IMPACTFUL RESULTS.

THESE OPPORTUNITIES HAVE DEEPENED MY PASSION FOR MARKETING AND REINFORCED MY CONVICTION IN THE POWER OF GROWTH. BY COMMITTING TO INCREMENTAL PROGRESS, I EMBRACE THE JOURNEY OF BECOMING BETTER EVERY DAY, KNOWING EACH SMALL EFFORT CONTRIBUTES TO SOMETHING GREATER.