**Executive Summary**

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BUSN499

Professor Lawson

August 17, 2025

For me, business is more than numbers on a page, it is about creativity, people, and bringing ideas to life. That belief is what inspired me to pursue my Bachelor of Business Administration with a concentration in Digital Retail, and what motivates me to launch my own boutique, The Beachside Co. My portfolio reflects the steps I have taken to turn that dream into a reality, while also preparing myself for broader career opportunities in business. I have organized my portfolio into four sections: Education, Extracurricular involvement, skills, and professional goals. Each section highlights both my accomplishments and my personality, showing how I balance professional focus with creativity and curiosity. This structure allows readers to navigate easily while also getting a well-rounded sense of who I am.

I chose this program because I wanted a solid business foundation paired with specialized knowledge in digital retail. Retail has always fascinated me, not just as a shopper but as someone curious about how brands connect with consumers. My concentration gave me insight into how businesses succeed online, build loyalty, and adapt to constant change. These lessons are not only relevant for my long-term career but also directly applicable to The Beachside Co., where I will use them to create a brand that feels authentic, stylish, and engaging. The program gave me valuable skills in leadership, marketing, management, and digital commerce. I learned to analyze challenges, design strategies, and adapt quickly to evolving markets. My GPA of 3.8 demonstrates the dedication and consistency I brought to my studies, even while balancing work and personal responsibilities.

Outside of academics, I found joy in activities that expressed my personality and creativity. The photography club allowed me to capture moments and think visually, skills I know will strengthen branding and marketing of The Beachside Co. The paranormal activity club, though unconventional, reflected my curiosity and willingness to approach life with an open mind. These experiences kept me balanced while also teaching me to look at challenges from fresh perspectives. Receiving the National Society of Leadership and Success (NSLS) award was another highlight, recognizing my growth as a leader who values collaboration, integrity, and innovation.

The second part of my portfolio highlights how this degree has prepared me for both professional success and personal growth. The program objectives emphasized leadership, communication, problem-solving, and ethical decision-making. I believe I achieved each of these, not only through coursework but also through real-life application. More importantly, I learned how to approach challenges with confidence, professionalism, and creativity, qualities I intend to carry into every future opportunity. Studying digital retail has been particularly rewarding because it connects directly to my long-term vision for The Beachside Co. The concentration showed me how to build engaging online experiences, design customer-centered strategies, and adapt to the fast-paced digital economy. I enjoyed discovering how businesses create brand loyalty through creative storytelling and how consumer behavior shapes decision-making. These insights give me the tools to design a boutique that feels unique and approachable, while also preparing me for a variety of roles across the retail and business industries.

Equally important, the program helped me grow as a person. Achieving and maintaining a 3.8 GPA required discipline and time management, but it also showed me the importance of balance. Being part of the photography club strengthened my creative side, while the paranormal activity club reminded me that curiosity and fun are essential parts of who I am. Together, these activities enriched my academic journey and made me a more interesting, open-minded, and adaptable individual. Receiving the NSLS recognition was a milestone that reinforced the leadership qualities I have worked to develop. I now see leadership as more than directing, it is about listening, supporting, and inspiring others to succeed. This mindset will guide me as I pursue my professional career and as I grow The Beachside Co. into a business that reflects not only my skills but also my values.

Overall, this program exceeded my expectations by equipping me with practical knowledge, leadership experience, and creative perspective. It has prepared me to launch my own business while also giving me the confidence to pursue opportunities in business administration, marketing, and digital commerce. This portfolio represents both the achievements that brought me here and the exciting possibilities ahead. My degree has given me the tools to stand out professionally while also staying true to the creative, motivated, and fun person I am.