

Joel Velez

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UWM Student

## **Student Portfolio**

**Primary Goal Objective:** Increase Brand Awareness

**Goal 1 Objective 3** - To create a mission statement by May 15.

### **Mission Statement**

Our mission is to bring a native shop experience for both our local artisans and their supporters. We wholeheartedly support our local groups and motivate new connections to encourage unity between Milwaukee-centric artisans through a uniquely yours experience.