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28 Warren St
New York, NY, 10007
akavenski@showroomfiftyjobs.com

Dear Mrs. Skavenski:

I am writing in regards to the E-Commerce and Social Media Marketing role at your company Showroom Fifty on [indeed.com](https://www.indeed.com) on September 29th, 2020. Both my academic background combined with work experience match the requirements for this role. As a professional seeking employment within a company that I will be able to both grow and utilize my current skill set, I am thrilled to see this position has become available. My previous experience in Social Media Marketing as well as E-Commerce management hopefully make me an ideal candidate for this position.

Currently, I am a senior at New York City College of Technology studying for my baccalaureate degree in Business of Fashion and Technology. I have enrolled in a variety of classes that have prepared me for a career in Fashion Marketing and equipped me with the necessary tools to navigate the industry. My curriculum included: Trend and Forecasting, Textiles and Advertising which has provided me with on hand experience to the marketing industry. Through these courses, I have researched and developed trends, coded and designed websites as well as forecast and compile trends and reports. In addition to my curriculum, I have utilized fashion libraries and websites such as Fashion Snoops to analyze and navigate the current trends in the Fashion industry. Outside of the coursework, I have had the opportunity to utilize my skills and apply them to real life work experience.

In my previous experience in E-Commerce Management at Sears Holdings, I handled for more than 100 plus Omni channel orders daily as well as product brand placement for the company website. I maintained monthly compliance at a 95% or better rate. In addition to managing product placement, I executed the planning and promotion of all social media content to engage clients with the brand. Additional achievements are enclosed with my resume. I hope my skills acquired during this time will be of great use for your company.

I am eager to expand my career in Marketing and Media Management and hope to have the opportunity to learn from your organization. Social Media is an effective outlet to brand your business and connect to people in quickly in real time. Based on the objectives listed describing the candidate needed for this position, your company is seeking a candidate that aligns with these beliefs. Should you have any further questions, I can be reached at [\(646\)-258-6677](tel:646-258-6677) and A.charlescunningham@gmail.com. I look forward to speaking with you.

Sincerely,
Afiya Charles-Cunningham

**E-commerce and Social media
Marketing/Merchandising for Childrens
Fashion**

Showroom Fifty - Brooklyn, NY 11219

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Urgently hiring

Qualifications

Experience:

- E-commerce and Social Media Marketing, 1 year (Required)

Full Job Description

**E-commerce and Social Media
Marketing/Merchandising for Childrens Fashion
Brands**

We are a Children's Fashion House representing multiple brands, looking to build out and execute most importantly our e-commerce website along side our social media strategy through competitive research, platform determination, and audience identification.

Job Description:

Website Marketing/Merchandising -

- Manage web design, content development and functionality each season.
- Manage e-commerce site strategies and optimizations
- Copy writing for promotional purposes for videos, ads, emails, e-commerce site and consumer support messages
- Prioritize to drive the effectiveness of all online initiatives, improve, monitor and update website, manage online communities, e-newsletters, e-mail broadcasts and web-based marketing activities.
- Expand email marketing strategy (including promotional and targeted campaigns)
- Create and manage promotional calendar along side social media calendar.
- Photography Skills for merchandising and sales use if necessary.

Social Media Marketing:

- generate, edit, publish and share daily content (digital design, original text, images, video or HTML) that builds meaningful connections and encourages community members to take action