

Antonella Di Graziano

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Italian Trade Agency

33 E 67th Street

New York, NY 10065

To Whom It May Concern,

I am writing to express my interest in the Fashion Market Analyst role in the fashion and beauty division of ITA which was put up on November 4th. With almost two years of professional experience working in a corporate field as an Assistant Manager, I bring strong problem-solving capabilities, excellent organizational skills, and an enthusiastically eager attitude to the position. I heard about the open position through my aunt, Claudia Schirripa, a Market Analyst, currently working in your New York building. I am enrolled in New York City College of Technology, City University of New York (CUNY), and obtaining my Bachelor's Degree in Business and Technology of Fashion focusing on Global and Luxury Markets.

In BUF 2203 Visual Merchandising, I obtained the knowledge needed to organize visual displays in a way that is visually appealing and eye-catching. I learned how to apply key concepts taught in class; such as color, lighting, special effects, and placement, in a real setting through an assignment in which I had to compare a storefront visual display to a painting by Pablo Picasso using terminology learned in class.

BUF 2246 Textiles, taught me about the numerous types of textiles, their properties, and how they are manufactured. There was also a big focus on identifying different textiles by only looking at them. There was a major assignment in which I had to identify swatches of fibers, yarns, and fabrics by simply viewing their characteristics. I acquired knowledge of the construction of cloth, embellishments, and finishes.

In MKT 1103 Foundations of Marketing, I learned to identify important marketing and sales concepts. How to describe a strategic process for successful selling and marketing. I gained knowledge in problem-solving for complications and how to market strategically to attract potential customers and maintain current customers.

I have dual citizenship in the United States and Italy, therefore I am aware of regulations and Italian law. I also speak, read, and write in Italian, frequently travel to Italy for personal reasons, and have a love for Italy and all things Italian.

I am a paraprofessional for children with special needs in a middle school/high school. As a paraprofessional, I help students with special needs and disorders excel in school and stay on track. This profession prepares me for the market analyst position by teaching me patience and problem-solving in a work environment. I also have experience working as an assistant manager at Plaza Auto Mall. I was in charge of hires for the Toyota Service Center, dealt with customer outreach, communicating important information to other workers, and scheduling. This experience prepares me for the market analyst position by equipping me with analytical thinking, communication skills, and strategic decision-making.

I am confident that I would be an excellent fit for the Fashion Market Analyst role in the fashion and beauty division of ITA, and I am grateful for your consideration of my application. I have attached my resume and I am available for an interview at your convenience.

Sincerely,

Antonella Di Graziano