

September 30th, 2021

Visual Brand Studio Manager

Google New York, NY

Dear Hiring Manager,

I am writing to express my interest in the position of Visual Strategic Designer posting with Google. When reviewing the job description, I was eager to see how my experiences align with your company's needs and position requirements. Currently, I have been an Operational Coordinator at Google for the past two years. I am also a sales advisor intern at REISS Nyc. I have a well-rounded background in business analysis, visual merchandising and operations management making me an ideal fit for the Visual Strategic Designer position. Aside from my work experience, I am currently a senior at New York City College of Technology, The City University of New York, majoring in Business and Technology of Fashion. Over the course of my undergraduate years, I have obtained many skills that have prepared me for this position.

During my undergraduate years, a few courses that have equipped me with learning new techniques were my *BUF 2246 Textiles*, *MKT 1210 - Marketing Research*, *BUF 3500 Brand Image*. The *BUF 2246* Course has taught me how to analyze and differentiate different fabric textiles. Aside from taking this course, I take action to apply these skills at my internship and current job. As a sales advisor intern, I have to facilitate my knowledge of visual merchandising by focusing on the different color schemes, styling items together, and fashion forecasting. As well as in my current position as an Operational Coordinator.

My *MKT 1210 Marketing Research* class has allowed me to obtain great marketing skills and be able to think innovatively and contribute so much to my jobs. Because of this course, I have learned how to responsibly collect and analyze data information to make informed decisions. I utilize this skill daily as an operational coordinator since we have to serve as an internal and external point of contact to customers seeking support and information. For that reason, I believe my experiences will align well with your company's needs and requirements.

During my *BUF 3500 Brand Image* course, I have acquired the skill set of understanding customer's needs and perceptions, which customers seek in a brand. It has allowed me to dig deep into my artistic side and create innovative brand marketing ideas. As an intern sales advisor, this is also a skill that I utilize daily, to effectively find ways to meet the customer's needs. In all, I believe that with the skill sets that I have I will be able to analyze data effectively and efficiently to drive sales to the company. I am confident that my capabilities in leadership and organizational skills will empower me to meet the qualifications for this position.

Following along with my academic background, I also have well-rounded experience in professional development. Last year I started my own business in short-term rental housing solutions during the pandemic. I was able to create a website for the business and create and maintain a database of leads generated from social platforms. The platforms that I utilize the most to promote my business were: Tik Tok, Instagram, Twitter, Facebook, and LinkedIn. I now have gained three units, since I started my business in Philadelphia and Washington DC, and Baltimore Maryland. Nevertheless, I would constantly create content that is engaging to, grow my target audience and generate leads to my website. Aside from marketing my business, I also was able to showcase my artistic skills in creating innovative and inspiring concept themes for each unit. Moving forward, I was also placed as Project Coordinator at Google, on a Business Development Task that we had to develop last year.

Furthermore, as an intern sales advisor currently at REISS, I have skillfully balanced organizational objectives and productive relationships with key individuals. I thrive in high-pressure and fast-paced environments, striving for productive results, by applying all the experience I have learned over the years. Nevertheless, I also enjoy being able to showcase my styling skills to customers. My communication, bilingual, and teamwork skills are eager for my professional growth. I know that as a business development analyst, these skills are very essential and will lead me to perform well at Google.

Enclosed, I would like to say that I appreciate your time and consideration. I am very eager and highly motivated for this position. I have skillfully balanced organizational objectives and productive relationships that allow me to work with a variety of different people. I also possess expertise in leadership development and an understanding of maximizing productivity and inspiring colleagues. I believe that my professional and educational and artistic background will make me an excellent candidate for this position. I am excited at the prospect of bringing my talents to your team. In all, I look forward to hearing from you soon.

Sincerely,

Amber Brion Wells

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