

November 20th, 2019

2474 Grand Ave
Apt 7A
Bronx, NY

GIII Apparel Group Ltd
512 7th Ave
New York, NY 10018

To Whom It May Concern:

I am willing to express my interest in a position as a full-time Marketing Manager. This listing came across to me through Indeed.com. Being exposed simultaneously to different experiences during my college education has enhanced my knowledge sufficiently enough to make me your perfect candidate. While obtaining experience with driving sales within a luxury retail store, team management, marketing, online media skills, etc. Personally, there is a belief that a combination of styles and techniques makes everything possible.

While attending New York City College of Technology, I developed a passion for marketing within the fashion spectrum. I have sought out multiple opportunities to develop my marketing skills even if it had to be outside the field of fashion. For example, during August 2018 I decided to enter my first marketing internship in a Real Estate firm called Compass. Although this was not primarily fashion involved, I got the chance to acquire more knowledge on how to establish interpersonal relationships with people all over the world in which I believe is a great asset while being a marketing manager at G-III Apparel Group.

In Addition, one big asset that I can contribute to your team is knowing how to develop and execute brand strategy. During my college career at New York City College of Technology, I was proud enough to finish my Brand Image course with a grade of A. This course helped me understand how a brand becomes successful globally by increasing awareness, sales, and of course, digital marketing. I have also taken courses such as my Internship *BUF* 4900 class during my senior year of college which allowed me to obtain an internship at a contemporary showroom called Place. The Internship educates me on how to partner with marketing teams to develop execution through collaborations within retailers and wholesalers.

Throughout my educational career at New York City College of Technology, obtaining my baccalaureate degree gave me the opportunity to take courses such as Visual Merchandising and Financial Management. Taking these enthralling courses gave me the opportunity to learn important skills such as teamworking skills, communication skills, interpersonal skills, and leadership skills. My communication skills enhanced by working in various team group projects. This allowed me to be a strong problem solver who thinks strategically.

Currently, I am thankful enough to work for an amazing designer Christian Siriano as a Senior Sales Associate. I have been able to gain multitasking skills and the ability to work efficiently under pressure. I can work from either the retail perspective or marketing perspective. I have been successful in making marketing campaigns, to creating special events through marketing strategies. Also, by using my knowledge from Financial Management courses I can say that I have put it to use by being proficient in Word, Excel, and PowerPoint.

It's the people that bring the passion, that defines a brand or business that helps each other grow and face challenges together. The brick-and-mortar part of our industry is facing more challenges than ever before but one thing that can not replicate is persistence and diligence. This is made possible by an engaged, well-trained efficient team member. That is why I believe myself and your business can continue to develop and deliver together.

Sincerely,

Brenda Mendez