

May 4, 2023

House Of
401 Broadway
New York, NY 10013

To Whom It May Concern,

I am writing to express my interest in the Account Coordinator position at House Of PR, which was posted on Fashionista.com and your LinkedIn profile as I was searching for employment within Public Relations that would allow me to enhance my career and knowledge within the field.

I am currently an upper senior majoring in Business and Technology of Fashion at the New York City College of Technology, City University of New York (CUNY). While attending school, I am also a full time Assistant Manager at Glosslab. For the past four years I have maintained a 3.0 GPA and excelled in all the courses taken. I have also strengthened my academic performance by taking courses in the following areas which include BUF 2255: *Merchandising Planning and Buying*, BUF 2400: *Product Development in the Fashion Industry*, and BUF 3310: *Trend Forecasting and Social Media*. I intend to apply what I've learned in these courses, as well as personal outcomes, to help develop media, like press releases, pitches, and social media posts, to influence how the public perceives your clients.

In the course BUF 2255: *Merchandising Planning and Buying*, this course covered mathematical theories, methods, and analysis, which are essential to the purchasing and planning process. We were assigned a term project which had to include the VALS System (Consumer Profile), create a website, sketch designs and insert fabric swatches, create a SKU Illustration, and create a unique logo that represented the team/brand. My role in the project included Team Leader and Project Manager. After completing the project, I strengthened in taking lead and making sure deadlines were met as well as organizing and revising the final piece before submitting to make sure the outline was followed.

While taking BUF 2400: *Product Development in the Fashion Industry*, the course has taught me how fashion industry research is carried out and how it eventually influences the way clothing is designed. Additionally, it covered a lot on Consumer behavior, trend cycles, social, political, and economic factors which were all mentioned as influencers on trend development. Our term project required us to work in groups of five to choose a category of apparel before developing a private label—Urban Truth—and an apparel line for a store that sells men's clothing at a mid range price point. With our target market's preferences in mind, we conducted research, identified the key fashion trends, analyzed the performance of denim fabric, calculated the cost of the item, and talked about the best ways to sell the new private label. Overall, I gained knowledge on how to effectively communicate concepts in written, visual, spoken, and mathematical formats.

In addition, BUF 3310: *Trend Forecasting and Social Media* focused on future color, fabric, silhouette, and texture trends, and applied results to a particular trend forecast and corresponding merchandising plan that includes mood boards, flat designs, and specification details. We learned how to put these concepts into a framework that pattern makers and other basic fashion producers might follow. For our trend forecasting project, we were assigned a team to develop a two-year fashion forecast for a major fashion forecasting company. The report focused on one woman's wedding dresses. From this, my team and I created a brand called “Only You” and we analyzed about six future trends on wedding dresses that were predicted to be in style, alongside with the history of wedding dresses and how it was developed, or how it changed over time.

Currently, I am interning at your boutique Public Relations firm, House Of. Located in New York City, House Of is a boutique PR agency that focuses on sustainable and BIPOC designers. My role as the Account Coordinator is to assist the team with daily activities as well as bigger-scale initiatives and events in order to fully grasp the scope of the agency and their client work. My day to day responsibilities include updating all the brands’ status reports on a daily/weekly basis, stimulate weekly Google searches for topics related to fashion and beauty, assist the team with editor/stylist photoshoot loans, make sure that merchandise is checked-out and returned in a timely manner, and coordinate messenger services and shipments. Additionally, conducting sample trafficking for loan requests, gifting, Packing samples, creating send outs, scheduling messengers, ensuring returns are in the showroom, updating inventory etc., draft & send out pitches, assist Account Managers with ad hoc projects, email clients with placements daily, update contacts in GPS, update brands’ Press Status Report, maintain showroom, do monthly expense reports for each client, and supervise interns.

I am an expert in using and understanding key social media platforms, which include Instagram, Facebook, Twitter, Youtube, Tiktok, Tumblr, Snapchat, Pinterest, Reddit, and LinkedIn. I am able to navigate through these platforms which keeps me up to date with current fashion and news trends. Furthermore, I speak both Spanish and English fluently which helps me develop more adaptable, social, emotional, and interpersonal skills.

After carefully reviewing the description for the Account Coordinator role, I am confident in saying that the skills I possess are an ideal fit, as I have the ability to stay organized and focused, I have an instinctive desire to help others, I learn rapidly and accurately, and I am a creative problem solver. In order to continue learning and remain passionate about what I aspire to do, I am seeking for a creative, engaging, and developing position.

I look forward to discussing this opportunity with you further

Best regards,

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