October 17th, 2024

EASTEAM
100 E 53rd St,
New York, New York 11238

Dear Scarlet He,

This letter is for EASTEAM to express my strong interest in the Social Media Executive position at EASTEAM. As a Business and Technologies of Fashion student at New York City College of Technology, City University of New York (CUNY), with a keen focus on digital marketing and social media trends, my skills and experiences align well with the requirements of this role.

My current position as an Executive Assistant at EASTEAM has given me valuable experience in social media management and influencer outreach. I have researched extensively across multiple platforms, identifying over three hundred critical influencers in various sectors. This experience has honed my ability to analyze social media trends, manage communications, and negotiate effectively - skills that would be directly applicable to the responsibilities outlined in your job posting.

Academic projects, such as analyzing the inclusivity efforts of R.E.M Beauty for Contemporary Issues in the Fashion Industry (BUF 4700), a class that also focused on the current issues of the Fashion Industry and how they merge into Social Media due to its primal presence in this generation, helped develop my analytical skills and understanding of social media’s role in brand perception and customer engagement. These experiences have cultivated my ability to evaluate content critically and identify what makes social media posts successful.

Trend Forecasting and Social Media (BUF 3100) provided hands-on experience predicting fashion trends through social media analysis. The course covered techniques for identifying emerging styles on platforms like Instagram and Pinterest and examined how influencers shape consumer preferences. Projects included creating trend forecasts based on social media data and developing brand strategies to leverage these insights. This class enhanced my ability to spot early trend indicators, analyze social media metrics, and understand the dynamic between online content and fashion industry direction.

Additionally, my class, Brand Image Marketing (BUF 3500), explored the strategies behind building and maintaining strong brand identities in the fashion industry. The course delved into compelling brand storytelling, visual identity creation, and consistent messaging across various marketing channels. Through case studies and practical projects, students learned to develop comprehensive brand guidelines, analyze successful rebranding efforts, and create marketing campaigns that reinforce brand values.

I am proficient in using various social media platforms, including Instagram, Facebook, Pinterest, Notion, Slack, Shopify, and YouTube, as well as Google Workspace and Business Suite. While I have limited experience with Adobe Creative Cloud or Figma, I am a quick learner eager to expand my skill set in these areas.

My experience as a hostess at Temple Court has strengthened my ability to work in fast-paced environments, multitask effectively, and provide excellent customer service. These skills would be valuable in supporting events and managing social media interactions. I am particularly excited about the opportunity to gain insights into the art world while contributing to EASTEAM's social media presence. The chance to collaborate with various teams and engage in interdisciplinary projects aligns perfectly with my curiosity and desire for professional growth.

I am interested in the possibility of contributing to EASTEAM's social media efforts and would welcome the opportunity to discuss how my qualifications and experiences could benefit your team.

Sincerely,
Citlalli Villanueva
(917) 774-3102