

3/27/19

Diosmary Artiles  
205 Albany Ave, Brooklyn NY 11213  
(929)330-1194  
artilesdiosmary@gmail.com

Dear Hiring Manager,  
HiringManager@gmail.com

I am writing to express my interest in the Marketing position at Gucci that was posted on Women's Wear Daily. For the past four years, I have studied at New York City College of Technology (CUNY). I am a hard-working college undergraduate and will be obtaining my baccalaureate degree in Business and Technology of Fashion at New York City College of Technology in June 2019. During the course of my academic career, I maintained a 3.5 GPA while managing to accrue nearly 3 years of work experience. I had the privilege of working for Zara in a Senior Sales Associate role during my free time as well as working for Artistix as an internship. I learned how to multitask and maintain all of my deadlines.

At my job at Zara , I learned valuable professional skills such as merchandising, retail sales, and credit operation. At Artistix, I learned marketing and sales skills on how to approach a buyer and make a sale. I read up on current events and articles on WWD as it is important to understand that fashion is global and everything in current events can affect fashion. I am also great on social media and have helped with the rebranding of the Artistix instagram page.

I have studied upper division classes that have advanced my skills and will help me in my new career path. The upper division classes such as Global Sourcing and Foreign Trade and International Retailing has helped me understand the importance of history and the effects it has on fashion as well as being knowledgeable of other cultures when expanding a brand to foreign countries. Gender Dress and Society is a course that helped me understand the importance of dress and that it is more than just the clothes one wears as well as how to be careful when assuming a person's gender.

I am highly motivated, efficient, well organized and am a team player. I have a strong understanding of marketing, retail promotion, global sourcing, international retailing, brand marketing and management. Whether working on academic, extracurricular, or professional projects, I apply proven creative thinking, language, and multitasking skills, which I hope to leverage into the marketing role at your company.

I look forward to discussing my qualifications with you.

Sincerely,

Diosmary Artiles