

Desiree Jean Michel

*DATE

*Address

Dear _____

When I saw your posting for _____, I was eager to forward my resume for your review. As a creative, passionate and multi-task person. I have a keen eye for design trends as well as knowledgeable experience with social media in the fashion industry. I am positioned to significantly contribute to strategizing new and innovative concepts for social media platforms as well as understanding the logistics and numbers behind creative content to increase brand awareness and ultimately sales.

I am current in pursue of obtaining a Bachelorette in the Business & Technology of Fashion. With this degree I've grasp the education of technology in fashion with brand image, marketing strategies and tactics that will creativity direct a chosen market for campaign or other marketing use. Besides from academic experience I have amassed hands-on experience.

As I once was a corporate interior design coordinator for Lowe's. I strategize, plan, developed product, and found vendors to create finishing material that attracted the consumer. The process was to create an interior design program portfolio/look book of today trends in the fashion industry. These look books also inform the desirable target market on the pre-to-post sale process. Over the course of my employment I created about 200 look books that attracted over 300 every 3 months, that lead to 2-10 interior purchase project. Each project ranges from \$2,000-\$11,000 in Lowe's products and \$15,00-21,000 in demolition from contractors; in which I manage all billing and account in each project. As an Interior designer coordinator, establish relationships was extremely important, being a team player especially with my position I connect with vendors, contractors and customers all together. In being a team player, I was able to develop a strong sense of email, phone, and in person communication skills.

Aside from coordination and sale skills, my social media experience stem from several NYC base companies that makes over thousands in sales monthly. Working for a multi-talented woman like Stacy Kessler, who act, host, and own an accessories line called "Stacy Kessler Accessories". As a Social media and Marketing intern my sole responsibility besides from answering calls, and emails for the business was to created relevant content that attract current and potential target market; made friendly clear and understanding omni-channel posts that allow consumers to navigate through Instagram to make direct link purchases. Each post audience engagement on impression from post that once was 10-15 people to 500+. This was because of my photoshop and adobe creative suite CTE certification. Each image was enhanced with lighting and clear understanding of color balance made each post pleasing to the eye. Each texture and material were enhanced with special tools on photoshop and a app called Facetune, to increase texture and smoothness, so each consumer can get a better understanding of each accessory. In result of my skills in photography and editing the increase in impression lead to an increase in sales 5%.

In Ela made in USA doing PR and Brand marketing, I manage two brand portfolios under ELA USA. First, ELA USA then Little Black skirt project. Ela USA offers couture boutique garments, gear to mature womenswear audience who loves Chic on trend clothes, sold in hundreds of boutiques in United states and Canada. As oppose to Little black skirt project, targeting orthodox

women who wear modest garments for religious or couturial purposes. My goal in working with ELA made in USA was to move the business from a sales door to door operation to mainstream online, and social meida platform. My first task was creating the two social media platform for the 2 private labels @LittleBlackskirtProject & @ElamadeinBrooklyn (later changed to @ELAMADEINUSA) for consumer clarity reason. I also create a logo for @Littleblackskirt and @ELAMADEINUSA to revive the brand on a market standpoint to attract new consumers. Who does fit the target market and some that does but admire, and willing to purchase? In doing so I conduct market research in each target market found out what each womenswear lifestyle activity is, what each woman does for fun, if they are into Instagram twitter or other social media channels. Once my extensive research was completely, I posted creative content such as BTS videos, videos of garment how it flows on wears, as well as detail photos of each garment which was shown on Instagram, Facebook and YouTube. Within a month ELA was receiving recognition from each brand, and optional consumers and boutiques reach out to make purchase-to-wholesale purchases. Within the next steps I was able to reach out to social media influences for Little black skirt project that are respected in the modest community like @shahhatun, who has over 206k followers on Instagram. Shah Hatun is the co-founder and editor-in-chief of Hijab in Style magazine. Her Instagram boasts of gorgeous clothes that mix elegant cuts in contemporary pieces. Which I felt was a perfect fit for Little black skirt project. Although her team wasn't able to reach back to me regarding what pieces will be displayed as a Ad. The recognition and line of communication was a big deal for Little Black skirt project seeing as the brand was establish in February 2020.

With my management, creative skills with fashion social media brands and evaluating customer needs. I am confident that these attributes, along with my strong enthusiasm for social media brand marketing and my expertise in general administrative tasks, will enable me to excel in this position.

Highlights of my experience include...

Achieving comprehensive education in diverse fashion whether its connecting Fashion with Foreign policies, Social science, food, culture, software management. Including principles of buying, marketing, design, fashion history, retail promotion, and trend forecasting. My experience in school enhances my ability in understand marketing, advertising, merchandising planning and control, and Finances.

Attending numerous fashion networking events and shows. Review fashion platforms like Pinterest, Instagram blogs and websites to compile evolving information about trends and consumer preferences.

Demonstrating superior administrative skills in areas including correspondence, supply management, and supplier relationship management. Effective customer service strategies; excelling within team-oriented environments.

My skills in environmental scanning, marketing positioning, brand image and team collaboration are proven, and I am confident my additional talents will readily translate to this role with your company. The chance to offer more insight into my qualifications would be most welcome.

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Desiree Jean Michel