

November 14, 2024

Department of Brand Marketing
Ralph Lauren
650 Madison Ave
New York, NY 10022

To Whom This May Concern,

This is a letter of application for the position of Brand Marketing Associate at Ralph Lauren. I am a soon-to-be graduate in January 2025 from New York City College of Technology City, University of New York (CUNY) with a Bachelor's Degree in Business and Technology of Fashion with a focus on Global Fashion.

As a highly motivated candidate with a keen sense of marketing, I am excited about the opportunity to contribute to AS Beauty as a marketing intern. I am well-equipped to assist in developing, implementing, and optimizing influencer marketing campaigns across your social media channels. I have experience in identifying and building relationships with influencers who align with brand values, and I understand the importance of nurturing these connections to help grow a brand's presence. I am skilled at spotting new opportunities to engage communities and track key industry trends, including competitor activity and influencer movements. With a strong creative drive, I stay up-to-date with the latest social media trends and am always ready to bring fresh, innovative ideas to the table. This internship offers the perfect platform for me to expand my knowledge of marketing while contributing to the success of your campaigns. I am eager to grow both personally and professionally while becoming a valuable part of AS Beauty's dynamic team.

During my time pursuing a bachelor's degree in Business and Technology of Fashion, I have taken a range of courses that align directly with the responsibilities of this marketing internship. *Product Development (BUF 2400)* was a pivotal course that provided me with a comprehensive understanding of how fashion concepts evolve from abstract ideas into tangible products. This course covered the entire lifecycle of a product, equipping me with the skills to navigate every stage—from initial ideation and research to design, production, and final presentation. The holistic approach to product creation helped me appreciate the interconnectedness of the creative and business sides of fashion, a balance that is crucial when developing successful products that resonate with consumers. In the same way that I learned to design and produce fashion products that meet market demands, I can apply these skills to create influencer content that resonates with target audiences and promotes products in a way that aligns with the brand's overall strategy. Whether it's ideating content concepts, managing campaign timelines, or ensuring that influencer promotions reflect the brand's values, the skills I gained in this course will enable me to contribute meaningfully to any marketing initiative.

Brand Image Marketing (BUF 3500) equipped me with the tools to effectively shape and communicate a brand's identity, which is a critical skill in today's highly competitive fashion and beauty industries. In this course, I learned how to strategically develop and manage a brand's image across various media platforms, ensuring that every touchpoint—from social media to traditional advertising—communicates a consistent and compelling brand message. Additionally, the course emphasized brand positioning—the process of defining where a brand stands in the market relative to competitors. Students analyzed case studies of successful brands to learn how effective positioning can differentiate a brand, even in saturated markets. I developed skills in market research and consumer profiling to help identify key segments and their preferences, which are critical for aligning the brand's image with consumer expectations. This ability to position a brand strategically allows me to tailor influencer marketing efforts that highlight the unique strengths of a brand, ensuring that the influencer's content amplifies the brand's distinctive qualities.

In *Advanced Textile Techniques (BUF 3246)*, I was introduced to the intricate technical aspects of fabrics, materials, and garment construction, giving me a deeper appreciation for the craftsmanship and innovation that go into creating fashion products. This course offered a comprehensive exploration of textile science, providing hands-on experience with a wide range of textile techniques. Through practical workshops and detailed studies of various fabrics, I developed a strong understanding of material properties, which is essential for evaluating a product's quality, durability, and overall appeal in fashion design. Additionally, understanding the sustainability aspect of textiles—such as the environmental impact of certain materials and production methods—has become increasingly relevant in fashion marketing. With this knowledge, I can communicate the environmental and ethical benefits of a brand's products, particularly in campaigns that focus on sustainability, eco-friendly fabrics, or ethical sourcing. When collaborating with influencers who promote these values, I can ensure that their content reflects the brand's commitment to reducing its environmental footprint, strengthening the authenticity of the messaging.

In my previous experience as Store Manager at Ruby and Jenna, I documented standard operating procedures and utilized them to train new employees on essential store functions. I clarified the importance of maintaining high sales standards to staff, ensuring they understood how their efforts impacted overall store performance. Additionally, I managed the setup of window and store displays by applying visual merchandising principles to attract customers. My responsibilities also included reviewing inventory pricing and analyzing purchase invoices to identify and correct discrepancies. I assessed team productivity and evaluated performance metrics to pinpoint areas for improvement, adjusting training methods as needed. Additionally, I designed innovative scheduling solutions and crafted flexible job assignments to accommodate changing business needs and optimize team efficiency.

In addition to my professional experience, I have had the opportunity to travel to several countries, including Ireland, England, France, Switzerland, Germany, Greece, Italy, Bermuda, the Bahamas, and the Dominican Republic. Traveling has given me valuable exposure to diverse cultures and global fashion trends. I visit Ireland every year to see family, which has deepened my appreciation for international perspectives, culture, and influences in the fashion industry.

I am confident that my academic background, professional experience, and global exposure make me a strong candidate for the Brand Marketing Associate position at Ralph Lauren. I am eager to bring my excitement for marketing, creativity, and understanding of the fashion and beauty industries to your team. I look forward to the opportunity to discuss how I can contribute to the future of AS Beauty.

Sincerely,

Dominique Whelan