

March 24, 2022

SCOTCH & SODA
273 Lafayette St,
New York, NY 10012

To whom it may concern:

I am a hard-working and determined professional seeking an opportunity to succeed in a dynamic company such as yours. The position was posted on fashionjobs.com on March 24th 2022 at 6:00pm. I will be obtaining a bachelor's degree in Business and Tech Fashion from The New York City College of Technology, City University of New York (CUNY) this coming spring. I am confident that my knowledge, ability and experience allow me to help to utilize the companies e-commerce channels and further develop the lead assortment planning & selection, inventory management, forecasting, and other strategic buying initiatives for the North American division of the company.

I've obtained these various skills through several courses I have taken through the fashion program in college. Developing and strategizing for e-commerce was a skill I acquired during the *Merch Planning & Buying* course where we utilized skills by managing my time through careful planning and organization of work activities and having a track record of meeting deadlines and producing accurate work of a high standard due to course requirements. During this course we were tasked with developing and utilizing SKUs for products that we created in teams of four through this I was able to gain hands on experience with using the internet to sort our inventory and assort our product lines in order to create our target market and buying plans.

As for developing lead assortment planning and selection, having an aptitude for identifying and resolving assortment planning problems efficiently came from *Product Development in Fashion and Textiles* where I developed the ability to make sound decisions based on valid information and the capacity to learn and apply new information quickly and accurately. This skill was further developed by the textile projects that we conducted which involved developing a swatch book filled with a multitude of fabrics and stress testing them for any errors or irregularities and keeping track of the results to then record and refer to which provided utility during the *Product Development* final project to develop a product line and exercising the knowledge of the assortment selection industry.

Forecasting, and other strategic buying initiatives were an integral part of the *Merch Planning & Buying* course as well as the *Financial Forecasting and Trend Forecasting and Social Media* which prepared us for understanding industry standards and becoming capable of visualizing and comprehending the ever changing fashion market. For our final project in this course we were set to create a eight page trend report which contained a consumer profile and a chronological timeline from the late 1900s to the current day in order to forecast for 2 years beyond our current calendar year along with being able to calculate financial trends utilizing excel. These skills allow me to be as well versed in the modern industry as much as possible while maintaining a

fresh outlook for the company as well as having real work experience applicable to any buying and forecasting position.

In addition to my experience, personal qualities and exceptional educational background in this field with a notable drive for e-commerce and lead assortment planning & selection, inventory management, forecasting, and other strategic buying initiatives. Through my combination of diverse attributes I am convinced that I can be an asset in any position requiring hard work, enthusiasm and reliability. I would like to meet with you to discuss adding value to your company as I have done for my previous employers. For a greater presentation of my background skills, and qualifications in more detail please review my attached resume.

Thank you for your time and consideration.

Sincerely,

Derian Pryce

347-581-1582

Derianpryce@gmail.com

<https://www.linkedin.com/in/derian-p-54864494/>