

MEMO

TO: PROFESSOR ELLIS

FROM: ROSALBA HUERTA

DATE: 02-11-15

SUBJECT: JOB APPLICATION RESEARCH FOR DIGITAL ASSET COORDINATOR AT RALPH LAUREN

**EXECUTIVE SUMMARY:**

As a Digital Asset Coordinator at Ralph Lauren, organization and communication is important when executing the job. What I found while breaking down the job listing was that the position requires organization and well executed direction in order to complete the many tasks the role has to deal with.

**JOB LISTING: DIGITAL ASSET COORDINATOR, RALPH LAUREN DIGITAL**

1. Manage sample tracking for all samples:

- Responsible for maintaining an organized and efficient sample storage system.
- Communicate with vendors on a regular basis to ensure timely receipt of appropriate samples.
- Establish effective relationships with PRL Departments and Licensees in order to procure samples as necessary.
- Receive, log and tag samples
- Maintain packing slip for invoice reconciliation
- Run and evaluate all necessary reports to ensure sample accuracy and timeliness. (IssueTrak, PMC etc)
- Provide verbal and written sample status updates as directed, including weekly status reports for all business regions.
- Work with Regional Merchandising Team and vendors to develop creative solutions to problems or issues surrounding samples.

2. Manage style-outs and sample trafficking:

- Plan and coordinate item level photography, including styling of products under the direction of one of the company's stylists.
- Ensure that where appropriate, neutral colored samples are shot, allowing for maximum use of color correction technology.
- Ensure timely delivery of all samples and accessories to the studios; reconcile their return.
- Ensure that borrowed samples are turned to their source in a timely manner.

3. Item verification and publication:

- Approve all site ready images, using the appropriate web based applications ensure that the correct image has been uploaded.
- Notify appropriate Merchant and Copy Group to ensure further product completeness checks can be completed.

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**COMPANY BACKGROUND:**

Founded by American designer Ralph Lauren in 1967, Ralph Lauren Corporation is a company that began with a collection of ties and has expanded into what it is now a leader in design, marketing and distribution of premium lifestyle products in the four categories of apparel, home, accessories and fragrances causing it to redefining American style. Calling themselves innovators, through their advertisements and quality products Ralph Lauren creates worlds that invite people to participate in that premium lifestyle. With its headquarters in New York City, since its founding, Ralph Lauren Corporation has expanded into different branches from the Ralph Lauren labels to Club Monaco and Chaps, making it one of the most widely recognized families of consumer brands.

**DESCRIPTION OF POSITION:**

Ralph Lauren is looking for someone who has great attention to detail. This position deals with inventory of sample merchandise. From tracking, logging and tagging samples to organizing to the way that it is stored its focus is on creating an efficient system. They want someone who stays within schedule since communication is important and in order to establish good relationships with everyone from vendors to PRL Departments to Licensees one must keep the lines of communication open. They are also looking for someone who is able to organized data that is given to them since they will be creating weekly status reports for all business regions that provided status updates. This position will bring in design experience that I have since it also deals with setting up photo shoots you must setup the styling of products under the direction of one of the stylists for item level photography. Along with the setup of where I must ensure samples are shot correctly allowing for maximum use of color correction technology. I see a focus on

organization throughout the positions description since I must also keep track of samples and accessories that are given to studios as well as ensure that they are all returned to their original location in a timely manner. This position also deals with web based material where I must ensure that correct images have been uploaded as well as approve all images to ensure that correct images are uploaded although it requires a Bachelor's degree from four year College or university; or work related experience.

**MY PREPAREDNESS FOR THIS POSITION:**

At first glance of the job description it looks like a huge amount of responsibility that I am not prepared for but through breaking the description down to its key roles the job seems attainable. Using the design skills I have learned while in school will help with the web based work that has to be done for the role. Although I have only worked retail, I have dealt with different aspects of it from the consumer based side to the operational side. Using my operation experience, such as inventory, will help when dealing with sample product and orders, which is the first part of the job description. As far as communication and interpersonal skills, I feel I have necessary skills thanks in part to the training I have received at Nike and Apple.