

May 7, 2023

Jonathan Y Designs  
185 Madison Ave 6<sup>th</sup> Fl,  
New York, NY 10016

To Whom It May Concern:

I am writing to express my interest in the Product Development Assistant full-time position with Jonathan Y Designs at 185 Madison Ave 6<sup>th</sup> Fl, which was posted on the New York City College of Technology's Handshake app on March 11<sup>th</sup>, 2022.

For the past three years, I have attended the New York City College of Technology, City University of New York (CUNY) majoring in Business and Technology of Fashion, within the Department of Business. I am anticipating my graduation to be June 2023. While obtaining my bachelor's degree at New York City College of Technology, City University of New York (CUNY) I have taken several courses such as BUF 2400: *Product Development in the Fashion Industry*, BUF 2255: *Merchandising Planning and Buying*, and BUF 2246: *Textiles*. Taking these courses have allowed me to gain knowledge for your fashion intern position. While attending school, I have developed professional experience through my work history at National Grid, Ulta Beauty, Walmart, and at Advocates for Children of New York. A few key skills I developed from my professional experiences are but are not limited to engaging with customers to effectively build rapport, inventory replenishment/management, data entry, order fulfillments, clerical work such as revision of consumer information for validation, and organization.

Taking BUF 2400: *Product Development in the Fashion Industry*, has allowed me to learn about product development from concept to consumer. Learning how research is conducted in the fashion industry and how it eventually reflected in garment design. Through trend cycles, consumer behavior, social, political, and economic influences discussed in this course, I was able to identify these key points as influences on trend development. By participating in a major group project on an apparel classification, I was able to research and identify the major fashion trends in that target market, compare price points, determine changes in adapting a product to the market, evaluate and discuss product performance and/or construction specifications, discuss quality control, and discuss methods for merchandising. This course has taught me the stages or steps that garments or products go through prior to reaching the consumer.

While taking BUF 2255: *Merchandising Planning and Buying*, I learned about Vals and market segmentation, SKUs, and the step that go into creating a store and managing that store. In this course, I completed a group Open to Buy final project. The project was based on creating a company which was named Skiez, and it catered to children's outerwear. This project consisted of the creation of a store, the type of merchandise being carried at this said store, creation of a floor lay-out, store location, logo, target market, sku's, monthly sales, and a projected sales plan.

In BUF 2246: *Textiles*, I learned to identify fabrics in both apparel and home furnishings. I also learned to evaluate the difference between natural and manufactured fibers through research and analysis by referencing to the fiber's generic names. In this class we completed a few projects such as block printing, weaving, and a swatch kit. I am able to determine basic fiber sources, structures, and properties, and identify different fibers by using various testing techniques. Throughout this course I learned to recognize the differences between weaves, knits, and non-woven construction applied to fabric.

Previously, I worked for Ulta Beauty Inc. as a *Beauty Advisor*. While working as a beauty advisor, I converted clientele into Ulta Beauty's loyalty program by explaining key benefits. I also completed interior displays for promotional products and performed transactions to complete customer purchases. This job experience has allowed me to become well-informed on what's currently going on in the fashion beauty industry. This experience has allowed me to expand my interpersonal skills by aiding in my development of my customer service experience. Overall, I am more hands on and self-motivated.

A few skills that I have are being bilingual, I can speak, read, and write fluently in Spanish. I was also awarded a certificate in Adobe Photoshop. I have a fair amount of experience with social media, such as Instagram and Twitter. I also am proficient in Microsoft Suite, such as Microsoft Word, Excel, Outlook, and PowerPoint.

I am detailed oriented, inquisitive, and very meticulous. I am eager to learn about the ins and outs of production, planning, and sales in order to further attain insight about business in fashion. I am not scared to be hands on and improve myself in the workplace. I have experience in keeping track of inventory, processing purchase orders and preparing them, and assisting with daily tasks that are needed. I can work independently, prioritize urgent tasks, fulfill deadlines, adapt to new technologies, and be a team player.

I look forward to hearing from you.

Thank you,

*Emily Garcia*

[emily1garcia8@gmail.com](mailto:emily1garcia8@gmail.com)

(347) 344-7758