September 28, 2022

459 7th Avenue, New York, NY 10001

Seiko Watch of America LLC

Macy’s Herald Square

To Whom It May Concern,

I am writing to express my interest in the position for part-time, Visual Merchandiser for Seiko Watch of America LLC within Macy’s Herald Square Jewelry Department. I found this position on Indeed on September 28, 2022. I have educational background studying Business Management at Borough of Manhattan Community College, as well as studying Business and Technology of Fashion at New York City College of Technology, City University of New York. My anticipated graduation is on December 22, 2022 from New York City College of Technology, City University of New York. I have taken module courses in both Global Fashion and Fashion Merchandising at New York City College of Technology, City University of New York. I have many years of retail and customer service experience in the fashion industry that has given me the skills to be able to complete the responsibilities of the Visual Merchandiser position at Macy’s.

Currently, I am an upper senior at the New York City College of Technology, City University of New York. The courses from my major of Business and Technology of Fashion include *Brand Image Marketing, Trend Forecasting,* and *Visual Merchandising.* My knowledge in courses such as *Trend Forecasting* and *Visual Merchandising* from New York City College of Technology will allow me to develop and execute plans, working alongside store managers and internal employees. I have experience working on projects as a visual merchandiser in my *Visual Merchandising (BUF 2203-HD10)* class with responsibilities to select, arrange, and remove merchandise for the department according to seasonal trends. My knowledge and experience will allow me to provide excellent visual merchandising solutions that help the store to attract more customers. In my *Trend Forecasting (BUF 3100-E035)* class, I worked with my colleagues in a team for a term project. I participated in providing color and textile forecasting, consumer research, creating the theme of our company and fabrics to create a style of evening dresses for women that includes many eccentric designs of ruffles, patterns, silhouettes.

In my *Brand Image Marketing (BUF 3500-OL34)* class, I learned about fashion retail branding, identity internal, external marketing, positioning, e-tailing, luxury brands, and retail growth. I worked on assignments that required me to read and analyze information on these subjects and to write informed essays based on the chapters I have read and annotated. I also have knowledge on studying these lectures and taking weekly quizzes and three exams for this course. My experience on working on team projects and assignments for these courses has acquired skills for me to apply for the Visual merchandiser position at Macy’s Herald Square in terms of marketing, displaying, and planning merchandise for the company.

I am currently interning as an E-commerce and Marketing intern at LashMe Studio LLC in which I assist the Marketing Manager of the company in the development of website design and contributing to the design and brand specific content for social media platforms. I assist in organizing weekly content to post using specific music/audio that is trending on social media for higher views, use the app Canva and Adobe Photoshop to design and edit posts of the merchandise, assist in filming and photoshoots of merchandise to post on social media platforms as well as the company website, schedule consistent posts such as conducting Q&A’s, polls, sharing reviews, etc. on social media to keep audience engaged and interested in the merchandise and the company itself, write creative captions that will gain the target audience’s attention, use effective hashtags in the captions so the company’s target audience will grow and to boost views, and schedule the posts at specific days and times throughout the week. Furthermore, I monitor and track the engagement and growth of the posts by using the tools provided on social media and Shopify Analytics to analyze what specific strategies of marketing is most effective for the company’s growth and create more content based off of that information.

My previous professional background working as a Retail Sales Associate at the Cookies Kid’s Department Store from September 2021 to April 2022, I gained experience in time management, customer service, working with cash registers and processing payments, and giving customers advice about sales and promotions. I greeted customers as they came into the store, asked if they needed assistance or had any questions, and I recommended the best products to customers which attained sale goals for the store. I would engage frequently with the customers with a friendly smile and assess the customers’ needs and suggest solutions to their problems. At the end of the working day, I would organize the merchandise and restock the store before closing.

For several years I have focused my career path and academic pursuits on learning and developing those all-important skills in visual merchandising, trend forecasting, retail buying, and marketing necessary to be great in this type of role. I believe being genuine and friendly, along with professional and driven, is an essential combination for people in my field. Along with my educational background, I also possess Microsoft Office Excel, project management, and organizational skills. I developed these skills from working with customers as a Retail Sales Associate at Cookie’s Kid’s Department Store from September 2021 to April 2022. Additionally, my abilities extend to problem-solving and customer service with proficiency in communication. Working with people from diverse backgrounds has provided me with a deep understanding and awareness of differences in both individuals and organizations. These qualities will help to support Seiko Watch of America LLC’s mission while reflecting positively on the professionalism and competencies in its employees.

I look forward to discussing my qualifications with you.

Sincerely,

Faharia Afrin