

FASHION INTERNSHIP APPLICATION

A separate application must be completed for each internship you intend to do.

THE APPLICATION IS DUE AS SOON AS THE INTERNSHIP IS PLANNED AND REQUIRED FOR PERMISSION TO ENROLL.

The Fashion Internship is a course that provides you with the opportunity to work in established professional settings to gain experience in a specific area of study. The purpose of the Internship is to provide you with the opportunity to apply information learned in the classroom to a business setting. During this experience you will become acquainted with the business's policies, procedures and methods of operation.

The Internship may include positions such as but not limited to:

Textiles -	Production/Sourcing Printed Textile Design Computer aided design/patternmaking	Stylist (design) Apparel Design	Illustration Theatre Costume Design
Fashion Merchandising-	Visual Merchandising Showroom Representative Journalism	Accessories Stylist (magazine) Buying	Public Relations E-commerce/Direct MKT Product development

3 credit hour option: To participate in the 3 credit hour internship you may be working in either a full or part-time capacity with a company or business that provides a product or service related to product design or fashion merchandising. During the semester you are to complete a **minimum of 200 clock hours** supervised work plus written assignments including weekly reports.

6 credit hour option: To participate in the 6 credit hour internship you must be working full time (fashion merchandising this should be at a management level, supervisory position, or step above entry level) with a company or business that provides a product or service related to apparel design or fashion merchandising. During the semester you are to **complete 15 weeks** of supervised work plus written assignments including weekly reports.

COMPLETE AND RETURN THIS FORM WITH THE INTERNSHIP AGREEMENT FORM TO DR. ALYSSA DANA ADOMAITIS AT ONE OF THE FOLLOWING.

- 1. THE NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY
300 JAY, NAMM 1025 OR**
- 2. BUSINESS OFFICE — DR. ADOMAITIS' MAIL BOX (PLEASE PLACE IN AN ENVELOPE WITH ATT: DR. ADOMAITIS) OR IN CASE OF AN EMERGENCY**
- 3. E-MAIL (aadomaitis@citytech.cuny.edu)**

CONFIRM BY SENDING AN E-MAIL TO DR. ADOMAITIS SUBMITTING TO ONE OF THE ABOVE PLACES

Permission to enroll in the internship will **NOT** be granted until the position has been confirmed. Submission of the signed Internship Agreement form (available from Dr. Adomaitis) or verification of the position is required.

Name: Faharia Afrin

CITYTECH ID# 23486822

This application is for:

- Apparel Design internship
 Fashion Merchandising Internship

<p>The internships are offered fall, spring and summer semesters. Indicate the semester you are applying to do your internship</p> <p><input checked="" type="checkbox"/> Fall Semester <input type="checkbox"/> Spring Semester (20 <u>22</u>) <input type="checkbox"/> Summer Semester</p>	<p>You may choose to complete a 3 or 6 credit internship (see description for requirements of each). Indicate your credit hour choice</p> <p><input checked="" type="checkbox"/> 3 credit hours <input type="checkbox"/> 6 credit hours</p>
--	---

School Address: 300 Jay St, Brooklyn, NY 11201

Phone: (718)-260-5500

Home/perm Address: 36 Metropolitan Oval

Phone: (929)-412-8703

Class Standing Senior

Anticipated Date of Graduation 12/2022

Overall GPA (may be found on your unofficial transcript) 2.850

<p align="center"><u>PRODUCT DESIGN INTERNSHIP</u></p> <p>The prerequisites are listed below. Indicate courses completed and identify those currently enrolled:</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Additional prerequisites: Junior or senior standing AND permission of instructor.</p> <p>Major GPA: _____ (from the UNTRASPT)</p>	<p align="center"><u>FASHION MERCHANDISING INTERNSHIP</u></p> <p>The prerequisites are listed below. Indicate courses completed and identify those currently enrolled:</p> <p>BUF 3100..... COMPLETED</p> <p>SBS 3201..... ENROLLED</p> <p>Module Courses.....</p> <p>COMPLETED: BUF 3300, HIS 1103, BUF3500</p> <p>ENROLLED: BUF 4500</p> <p>BUF 4700..... ENROLLED</p> <p>Additional prerequisites: Junior or senior standing AND permission of instructor.</p> <p>Major GPA: 2.850 (from the UNTRASPT)</p>
--	--

Intended Internship Information. Provide as much information as possible. If your plans change – please provide the new information in writing as soon as possible. The change may effect the approval of your internship and may cause a delay in enrolling for the course:

Company name LASHME STUDIO LLC

Supervisor Name (if known) Haydee Morales

Location/address Remote / 350 W 124 Street, New York, New York 10027

Position description (provide as much detail about what you will be doing on the job as you can). If you have previously worked for this company – identify how the internship will be different than previous work experience.

This is a Marketing and Ecommerce internship for college students who want to gain experience in the fashion and beauty industry and require college credit for the Fall 2022 semester. I will assist the Marketing Manager of the company in the development of website design as well as contributing to the design and brand specific content for social media platforms. I will 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 for stories 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 our 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. I will also use other marketing tactics such as engaging with trending posts by leaving a comment so the company can be seen, and the comments will direct more attention to the company's social media pages. I will monitor and track the engagement and growth of the posts by using the tools provided on social media, Google Analytics, Shopify, etc. to analyze what specific strategies of marketing is most effective for the company's growth and create more content based off of that information.



Please attached a letter on company letterhead to this application along with a business card of your supervisor.



LASHME STUDIO LLC

To

Dr. Alyssa Adomaitis

New York City College of Technology

300 Jay St, Brooklyn, NY 11201

718-260-5000


Date: August 21, 2022

I am pleased to outline the objective of Ms. Afrin's Marketing and Ecommerce Internship at LASHME STUDIO LLC in regards to her college course. Ms. Afrin will assist in planning, developing, and publishing on all social media platforms. Furthermore, she will assist in the development of website design, contribute suggestions and design brand-specific content, and update the company website with new graphics, merchandise, and other content of value to develop social media marketing strategies across the organization.

Ms. Afrin will utilize the resources offered by platforms including Google Analytics and Shopify, among others, to examine which particular marketing methods are most beneficial for the growth of the company. She will then develop new material in the context of that data. Ms. Afrin will work virtually throughout the entirety of her internship completing a total of 250 hours.

Regards,

Haydee Morales
Marketing Manager

 + 929 379 2297

 lashmestudio.nyc@gmail.com

 350 W 124th Street, New York, NY, 10027

 www.lashmestudio.com

PLEASE ATTACH COMPANY INTERNSHIP LETTER ABOVE

Unofficial Transcript was emailed since PDF is unable to attach to this document.

NYCCT Student Copy Undergraduate Record

Name: Faharia Afrin
Student ID: 23486822

Birthdate: 05/01
Student Address: 36 Metropolitan Oval Apt 5B
Bronx, NY 10462-6632
Print Date: 08/24/2022

Other Institutions Attended:

----- Beginning of Undergraduate Record -----
2021 Spring Term
Business and Technology of Fashion Major
Academic Standing Effective 05/29/2021: Good Academic Standing

Course	Description	Earn	Grd
ANTH 1101	Introductory Anthropology	3.00	A-
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Instructor:	Justin Bracken		
ARTH 1103	Intro to the History of Art	3.00	B+
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Martha Hagood		
ARTH 1204	XX Century Dress & Culture	3.00	A-
Req Designation:	Flexible Core - Creative Expression		
Contact Hours:	3.00		
Instructor:	Laura Palmer		
BUF 1101	Intro to the Fashion Industry	3.00	B+
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Denise Sutton		
ECON 1101	Macroeconomics	3.00	C+
Req Designation:	Flexible Core - US Experience in its Diversity		
Contact Hours:	3.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Randall Hannum		

Trans Term GPA:	0.000	Transfer Total:	64.00	Attempt	Earn
Term GPA:	3.260	Term Total:	79.00	64.00	79.00

2021 Summer Term
Business and Technology of Fashion Major

Course	Description	Earn	Grd
BUS 2341	Financial Forecasting	3.00	B-
Contact Hours:	4.00		
Course Attributes:	Writing Intensive		
Instructor:	Lucas Bernard		

Term GPA:	2.700	Term Total:	3.00	Attempt	Earn
			3.00	3.00	3.00

2021 Fall Term
Business and Technology of Fashion Major
Academic Standing Effective 01/06/2022: Good Academic Standing

Course	Description	Earn	Grd
BUF 2203	Visual Merchandising	3.00	A
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Devon Jackson		

Course	Description	Earn	Grd
BUF 2246	Textiles	3.00	B-
Contact Hours:	4.00		
Instructor:	Nazanin Munroe		
BUF 2400	Product Development in Fashion	3.00	A
Contact Hours:	3.00		
Instructor:	Devon Jackson		
MKT 1210	Marketing Research	3.00	B
Contact Hours:	3.00		
Instructor:	John Dixon		
MKT 1214	Advertising	3.00	B-
Contact Hours:	3.00		
Instructor:	Laquan Dyce		

Term GPA:	3.280	Term Total:	15.00	Attempt	Earn
			15.00	15.00	15.00

2022 Spring Term
Business and Technology of Fashion Major
Academic Standing Effective 06/07/2022: Good Academic Standing

Course	Description	Earn	Grd
ARTH 2101D	Healing the Body	3.00	A
Req Designation:	Flexible Core - Individual and Society		
Contact Hours:	3.00		
Course Attributes:	Interdisciplinary ePermit Not Allowed for this course		
Instructor:	Michael McAuliffe		
BUF 2255	Merch Planning & Buying	3.00	B-
Contact Hours:	3.00		
Instructor:	Robert Woods		
BUF 3100	Trend and Social Media	3.00	B-
Contact Hours:	3.00		
Course Attributes:	Writing Intensive		
Instructor:	Robert Woods		
HIS 1103	The Modern World Since 1900	3.00	B+
Req Designation:	Flexible Core - World Cultures & Global Issues		
Contact Hours:	3.00		
Course Attributes:	ZERO Textbook Cost		
Instructor:	Richard Hresko		

Term GPA:	3.175	Term Total:	12.00	Attempt	Earn
			12.00	12.00	12.00

2022 Summer Term
Business and Technology of Fashion Major

Course	Description	Earn	Grd
BUF 3300	International Retailing	3.00	B-
Contact Hours:	3.00		
Instructor:	Alyssa Adomaitis		
BUF 3500	Brand Image Marketing	3.00	B
Contact Hours:	3.00		
Instructor:	Robert Woods		

Term GPA:	2.850	Term Total:	6.00	Attempt	Earn
			6.00	6.00	6.00

2022 Fall Term
Business and Technology of Fashion Major

Course	Description	Earn	Grd
BUF 4500	Omni-Channel Retailing	0.00	
Contact Hours:	3.00		
Instructor:	Robert Woods		
BUF 4700	Contemporary Issues In Fashion	0.00	

NYCCT Student Copy Undergraduate Record

Name: Faharia Afrin
Student ID: 23486822

Course	Description	Earn	Grd
Contact Hours:	3.00		
Instructor:	Denise Sutton		
BUF 4900	Internship	0.00	
Contact Hours:	8.00		
Instructor:	Alyssa Adomaitis		
SBS 3201	Gender, Dress and Society	0.00	
Contact Hours:	3.00		
Instructor:	Alyssa Adomaitis		
Term GPA:	0.000	Term Total:	12.00
		Attempt	Earn
		63.00	51.00
Cum GPA:	3.164	Cum Total:	64.00
Transfer Cum GPA:	0.000	Transfer Total:	64.00
Comb Cum GPA:	3.164	Comb Total:	127.00
		115.00	

Cumulative Totals

	Attempt	Earn
Cum GPA: 3.164	63.00	51.00
Transfer Cum GPA: 0.000	64.00	64.00
Comb Cum GPA: 3.164	127.00	115.00

Transfer Credits

Transfer Credit from Fiorello H. LaGuardia Community College
Applied Toward Undergraduate Program

Course	Description	Earn	Grd
Incoming Course			
CSE 110	Literacy and Propaganda	3.00	B-
Transferred to Term 2021 Spring Term as			
ELEC 1000	Elective Credit	3.00	B-

Transfer Credit from John Jay College of Criminal Justice
Applied Toward Undergraduate Program

Course	Description	Earn	Grd
Incoming Course			
PSY 141	Memory: Injustices	3.00	C-
Transferred to Term 2021 Spring Term as			
PSY 9999	Psychology Elective Credit	3.00	C-
Incoming Course			
MAT 105	College Algebra	3.00	D+
Transferred to Term 2021 Spring Term as			
MAT 9999	Mathematics Elective Credit	3.00	D+
Incoming Course			
ENG 101	Comp I Expl & Auth	3.00	C
Transferred to Term 2021 Spring Term as			
ENG 1101	English Composition I	3.00	C

Transfer Credit from Borough of Manhattan Community College
Applied Toward Undergraduate Program

Course	Description	Earn	Grd
Incoming Course			
SPE 100	Fund of Public Speaking	3.00	B+
Transferred to Term 2021 Spring Term as			
COM 1330	Public Speaking	3.00	B+
Incoming Course			
MAT 150	Introduction to Statistics	4.00	A
Transferred to Term 2021 Spring Term as			
MAT 1272	Statistics	3.00	A
ELEC 1000	Elective Credit	1.00	A
Incoming Course			
MAR 100	Introduction to Marketing	3.00	B-
Transferred to Term 2021 Spring Term as			
MKT 1103	Foundations of Marketing	3.00	B-
Incoming Course			
FNB 100	Introduction to Finance	3.00	A-
Transferred to Term 2021 Spring Term as			
BUS 2340	Financial Management	3.00	A-
Incoming Course			

ENG 201	Introduction to Literature	3.00	B-
Transferred to Term 2021 Spring Term as			
ENG 1121	English Composition II	3.00	B-
Incoming Course			
CIS 100	Intro to Comp Apps	3.00	B
Transferred to Term 2021 Spring Term as			
CST 1100	Intro Computer Sys	3.00	B
Incoming Course			
CED 361	Business Mgmt Internship I	2.00	A
Transferred to Term 2021 Spring Term as			
BUS 9999	Business Elective Credit	2.00	A
Incoming Course			
BUS 210	Business Methods	3.00	B
Transferred to Term 2021 Spring Term as			
BUS 9999	Business Elective Credit	3.00	B
Incoming Course			
BUS 311	Human Resources Management	3.00	B+
Transferred to Term 2021 Spring Term as			
ELEC 1000	Elective Credit	3.00	CR W
Incoming Course			
BUS 220	Managerial Decision Making	3.00	C-
Transferred to Term 2021 Spring Term as			
BUS 3525	Strategic Management	3.00	C-
Incoming Course			
BUS 110	Business Law	3.00	B
Transferred to Term 2021 Spring Term as			
BUS 1122	Business Law	3.00	B
Incoming Course			
BUS 104	Introduction to Business	3.00	A
Transferred to Term 2021 Spring Term as			
BUS 9999	Business Elective Credit	3.00	A
Incoming Course			
SBE 100	Entrprnshp: Prdct & Srvc Crtn	3.00	A
Transferred to Term 2021 Spring Term as			
MKT 2327	Entrepreneurship	3.00	A
Incoming Course			
BUS 200	Bus Org & Mgt	3.00	A
Transferred to Term 2021 Spring Term as			
BUS 2425	Business Management	3.00	A
Incoming Course			
BUS 150	Business Communication	3.00	C
Transferred to Term 2021 Spring Term as			
COM 3401	Business & Professional Comm	3.00	C
Incoming Course			
AST 110	General Astronomy	4.00	B+
Transferred to Term 2021 Spring Term as			
PHYS 1117	Astronomy I	4.00	B+
Incoming Course			
ACC 122	Accounting Principles I	3.00	A-
Transferred to Term 2021 Spring Term as			
ACC 1101	Principles of Accounting I	3.00	A-

End of NYCCT Student Copy Undergraduate Record