

To Whom This May Concern,

This is a letter of application for the position of Brand Planning Assistant at Ralph Lauren. I am a soon-to-be graduate in January 2025 from New York City College of Technology City, University of New York (CUNY) with a Bachelor's Degree in Business and Technology of Fashion with a focus on Global Fashion. With a multifaceted background as an executive assistant and recent hands-on experience as a Fashion Producer Assistant, I am confident that my skills and insights make me a strong fit for this role and a valuable contributor to your team.

Throughout my career, I have honed my expertise in strategic planning, team coordination, and operational streamlining. With over seven years of experience as an executive assistant, I am adept at managing schedules, nurturing client relationships, and swiftly adapting to align with company goals and values. My ability to prioritize and execute projects has continually strengthened my problem-solving and decision-making skills, enabling me to be a dependable and resourceful team member.

In my recent role with Bronx Fashion Week, I served as a Fashion Producer Assistant, where I played a key role in orchestrating logistics for successful event planning and execution. My responsibilities included selecting venues, coordinating schedules, and overseeing on-site setups and breakdowns. I also managed event materials, handled administrative documentation, and facilitated communication between teams to ensure seamless coordination. Following each event, I participated in evaluations, gathering insights and reconciling expenses to inform improvements for future initiatives.

Previously, I worked with Cox and Kings, a well-regarded travel company, where I managed six U.S. office locations with a focus on budgeting and procurement, resulting in substantial cost savings. During my time at NBC, I coordinated up to 180 meetings daily, managing complex scheduling, calendars, and travel arrangements to support decision-making across multiple projects.

Through an internship at Harlem Link, I further refined my organizational skills, assisting with communication systems, summer renovation projects, and maintenance of the Master Supply List. Collaborating closely with the Director of Operations and Operations Manager, I also gained experience in essential Department of Education systems like ATS, CPS, and FAMIS.

As a graduate of City Tech College with a degree in Business and Fashion of Technology, I bring a solid educational foundation and practical experience across various industries, from fashion to hospitality and education. I am excited about the opportunity to contribute to the Brand Planning Assistant in the Ralph Lauren role. I would welcome the chance to discuss how my skills and experiences align with your team's goals. Please find my resume attached for further details.

Thank you for considering my application.

Best regards,
Giselle Leon