

Guadalupe Guerrero  
2523 Aqueduct Avenue  
Bronx, NY 10468  
Guadalupe.gro216@gmail.com  
(347)741-1865

HR Manager  
Associate, Wholesale Marketing  
Ralph Lauren  
New York, NY 10022  
888-475-7674

March 28, 2019  
Dear HR Manager,

I am writing in response posting in LinkedIn for an Entry-Level Associate, Wholesale Marketing at Ralph Lauren. As a senior, currently majoring *Business and Technology of Fashion* attending at New York City College of Technology, City University. Anticipating to graduate June 2019 for Baccalaureate degree at New York City College of Technology. After reviewing the job description, it mentions a desire for a candidate that is familiar with the industry experience and strong analytical, project management and communication skills. In my Baccalaureate, I have worked with projects such as E-Commerce and Global Marketing, and Trend Forecast. In the E-Commerce research project, I was able to understand the fundamental concepts of e-commerce and how to analyze their concepts from both fields in the business and technical viewpoint with a speck of prominence on the fashion industry. For trend forecasting, I was assigned to develop a two-year fashion forecast for a significant fashion forecasting company. Also, comprehend and identify the basic facts about each trend by using information from the past forecast and execute a market segmentation analysis.

Therefore for Associate, Wholesale Marketing position, by demonstrating this knowledge, I can play a supportive role in the executing of marketing ideas, and able to distinguish distinctive among the competitive set and relevant to the target market. Currently, my job at Uniqlo as a supervisor in training, I was able to build and maintain focus, and prioritize, and work under pressure at a fast pace. At my previous internships at Polly and King CO as a showroom marketing intern and fashion marketing and sales at M&S Schmalberg, I learned and maintained organization, detail oriented and time management. I want to continue my interest in fashion marketing, therefore to make a meaningful contribution to Ralph Lauren Corporation.

For any additional information, please contact via telephone at 347-741-1865 or via email Guadalupe.gro216@gmail.com I look forward to the opportunity to interview with Ralph Lauren Corporation.

Thank you for your valuable time and consideration.

Best regards,  
Guadalupe Guerrero