

August 1, 2024

On Inc
363A Lafayette St,
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Dear hiring manager:

I am writing to express my interest in the Visual Merchandising Lead for North America position at On Inc, as posted on the official On website on July 29, 2024. My academic background includes a diverse range of courses that have equipped me with a solid foundation in marketing and fashion. These courses, such as *Omni-Channel Retailing*, *International Retailing*, *Brand Image Marketing*, *Trend Forecasting and Social Media*, and *Visual Merchandising*, have not only provided me with a comprehensive understanding of both traditional and digital marketing strategies but also prepared me for the specific challenges of public relations and Marketing. I will obtain my Bachelor's degree in Business and Technology of Fashion, expected in December 2024, at the New York City of Technology, City University of New York (CUNY).

During my enrollment in *BUF 4500: Omni-Channel Retailing*, I undertook a consultant role with a team of three for *Ulta Beauty*, a top 100 U.S.-based retailer, where I conducted a comprehensive analysis of their retail strategy. I provided strategic recommendations to foster dynamic growth, enhance industry competitiveness, and improve overall performance. I have conducted primary research in order to provide key recommendations. Which included amplifying online promotional activities to support brand visibility, diversifying sales channels to broaden audience reach, and deploying content marketing strategies to engage prospective customers effectively. Additionally, I advised leveraging social media platforms to forge deeper connections with consumers and implementing customer loyalty programs to foster repeated business. I crafted strategies to support Ulta's thriving and sustained success in a highly competitive marketplace.

As a student enrolled in *BUF 2203: Visual Merchandising*, I delved deep into the art of creating sales-driven store environments. Throughout my studies, I obtained extensive knowledge on the strategic application of store layout, color theory, and display techniques to curate attention-grabbing product presentations. This encompassed not only mastering the use of lighting and props but also ensuring that every display harmonized with the overarching brand identity. Additionally, my coursework extended to conduct the design of seasonal and promotional displays. These comprehensive skills have been invaluable in providing me with a profound understanding of how to craft visually enticing spaces that magnetize customers and fuel sales.

Through my coursework in *MKT 1214: Advertising*, I have explored various techniques that companies use to promote their products, such as sales events, ads, and social media broadcasting. I collaborated with a team to develop a campaign and created the UNIKU Ad Agency in partnership with *Uniqlo*, a Japanese casual wear brand. I took on the media director role and outlined the company's marketing

review, situation analysis, research foundation, and advertising budget. To gather the information, I conducted a customer survey to understand the target audience and consumers' motivations.

My industry experience includes employment within the company already at On Running in New York City as a visual merchandiser/sales advisor. My responsibilities included creating and presenting visual displays on the sales floor, styling mannequins to uphold the company's standards, and providing product demonstrations to educate customers about their options. I also worked well as part of a team, particularly in fast-paced environments. Additionally, I worked as a store advisor at Dr. Martens in New York City. In that role, I supported up to 4 customers at a time, maintained a well-organized stockroom during solo shifts, and handled up to twenty sales an hour during rush hours and holidays. My current role is as a public relations intern at Doors NYC. In this position, I supported my supervisor in collecting data on potential clients, composing emails to clientele about the brand, and building customer relationships. I also modified incoming lists into the Monday work app and presented completed work to the supervisor weekly.

I am a highly motivated and well-organized team player with solid communication skills in English and Spanish, both written and spoken. I have a strong drive to learn and adapt to new environments. I excel in customer service and social interactions and have a proven ability to balance work and school while achieving personal goals. I am adept at multitasking and can assist when needed. Additionally, I have a keen eye for design and presentations with my creative skills. My extensive marketing expertise equips me with the skills necessary to ensure the successful execution of projects. My problem-solving abilities further enhance my capacity to overcome challenges and deliver results. Additionally, my proficiency in data entry allows me to handle large volumes of information accurately and efficiently.

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Sincerely,

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