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To Whom It May Concern,

I am writing to express my interest in the position of consultant of sales management. Which was posted on your website (date) . My studies combined with my passion and industry experience at my previous internship has helped me build a solid foundation in trend forecasting, market analysis and visual merchandising that'll help me excel in this position.

My first week was induction week where I was shadowing different departments to familiarize myself with the work environment and meet the team. It's been a chill environment that's been helping me to find my feet. They've appointed me a supervisor who's encouraged me to set some loose goals every 1 to 2 weeks and he's happy to guide me with any questions that I have. The department that interested me the most was creative director and being behind the scenes which came as a surprise to me because I always thought that I would want to be in the picture but something about being behind the camera and seeing your vision and idea come to life has been exhilarating. What I gathered from being there for a short amount of time, that the fashion industry is a very tightly knit industry especially in small towns. I'm already intrigued because I can already see how I can apply all the skills I've learned during my time at Bazic.

My industry experience was my previous internship which was working at a local clothing brand as a stylist amongst other tasks. My responsibilities include, styling, addressing client's concerns about orders, delays and sizing/ stock inquiries. In the job position listing I read the skills and responsibilities needed and I believe that with my studies and experience I can be just the right candidate.

In the last five years while obtaining my Baccalaureate of science degree, classes like BUF 3100 *Trend forecasting and Social Media* have helped me with the ability and understanding of predicting fashion trends. Throughout the course the students developed more skills in predicting upcoming fashion brands which was possible through research, data analysis with an understanding of the customer's base. These methods helped students in analyzing emerging styles and color palettes for upcoming seasons. Through multiple fashion reports one of them was creating a final "Trend Forecasting Fashion Report" focusing on Spring/Summer 2025 fashion trends. My team and I conducted an in depth market analysis to identify and predict future trends for 2024/2025 seasons. One important topic we covered was about the trickle down and trickle up fashion theories and how they're opposites of each other. The trickle down and trickle up theory is how fashion trends move their way up from low income groups to the higher society. Courses such as BUF 3300 and BUF 3100. In this class I worked on and experienced

both primary and secondary knowledge. I worked on a trend forecasting project where I would forecast trends for upcoming seasons a year in advance. I also gained knowledge of stock inventory and technology (websites). In BUF 2246 I gained so much insight about different fabrics being able to recognise their names and their caring instructions. I studied fabrics and the different types of fabrics in depth along with their names, dyeing process and usages and created a swatch kit where I collected all the different fabrics colors/ materials in one book titled each one with a detailed description. Courses I have taken during my school career have helped me research databases, collaborated with peers on marketing projects and have worked specifically on press release and marketing projects while obtaining my degree in the department of business in the Business and Technology of Fashion program.

In MKT 1210 *Marketing Research*, in this course, students collaborated on a project titled "NYC Fashion Marketing Group " where my team of four and I conducted an analysis based on customer's preferences to identify the reason behind consumers' drives and attachment and loyalty to a company. The students went out and surveyed sales associates from the two competing stores, Nike and Adidas. The survey was about loyalties about the brand. Based on the insights we got, the students were able to develop an effective digital marketing strategy to enhance the brands reach and engagement. This course offered me skills and knowledge on how to create marketing strategies based on the consumer's wants and needs.

One of the most important courses in my academic career has been BUF 4300 *Global Sourcing and International Retail Trade* where I was informed about the interrelationship of the fashion markets. With my studies having an emphasis on global fashion, it was essential for me to have a comprehensive understanding of the fashion environment. It was immensely beneficial for a student looking to grow and develop a career in the global fashion industry. For my major, global fashion comprehending different regulations and customs procedures and how to deal with potential issues at the border. The course made me aware of consumer behaviors and how politics and the government play a big part in the fashion and trade industry. The course also gives a perspective on how different businesses operate and how widely they expanded across different countries.

In addition, courses like BUF 3500 *Brand Image Marketing*. I gained knowledge about the methods of building a brand, evaluating and managing a brand. The students learned how the target audience, prices and brand image differentiates between the mass market and luxury brands. For my final term project, I had to create a hypothetical brand. The objective behind the project was to conceptualize a hypothetical brand, establishing its brand image, production, pricing, pricing. And with taking all these factors into consideration to establish an effective marketing strategy approach.

The skills I have acquired during obtaining my degree at the Business of Fashion program have equipped me with the necessary skills and knowledge I would need to succeed in this position. I'm highly motivated, creative, pay close attention to detail and equipped with analytical skills which makes me a great fit for this position. I'm eager to hear from you soon so we can discuss how we can align your goals and achieve them.