

October 14, 2021

Dear whomever it may concern

I am writing to express my interest in the assistant designer position at PVH. These past four years I have completed an associate in the Business and Technology of Fashion and have completed courses in Product Development, Textile's learning, Fashion Forecasting, and International Retailing as well as Merchandising Planning and Buying. I have researched in trend and social media and have studied on visual merchandising. I have received good praise for my presentations and projects in my fashion courses at CUNY New York City College of Technology.

For my class in Product Development BUF 2400, I learned how products are made and the step-by-step process of how they are created. I also studied on tech specs and every way a specific product comes together. I know that product knowledge at Sneakerology helps us to inform consumers on their purchases and also helps with finding specific products that will meet their needs.

For BUF 2255 Merchandising Planning and Buying. I am well versed on how to make business purchases that would benefit the business for each season. I know what to order and what to keep in stock per season. As well as knowing what a top seller is and what must always be in stock. This also ties in with my knowledge in BUF 2203 Visual Merchandising. I know how to display products to incline consumers to enter the store and shop as well as creating a press release for the business.

For BUF 2246 I have studied the make up and processing of textiles. How to create textiles and how each textile is processed. I understand older textiles and how newer textiles are made. As well as how new textiles come into creation. I'm also able to understand which textiles are eco friendly as that is the direction that the industry is headed towards.

For BUF 3100. I understand how to forecast fashion and when new fashions are coming in and current fashions going out. This will be of use in determining fashion seasons ahead of time. As well as understanding where consumers are on fashion and how we can use media to keep innovators happy as well as keeping laggards to continue shopping with us.

I have skills that I believe to be valuable to the business. I am bilingual so it helps to understand Spanish speaking consumers. I can read write and speak Spanish fluently. By being fluent in Spanish, I've also learned to understand other languages that are close to it such as Portuguese and Italian. I have experiences helping consumers out that have had a language barrier and have successfully helped them out.

I am adept at understanding social media algorithm. I understand the changes that present themselves in the changing landscape of social media. Such as the TikTok boom that is forcing other apps to become video based rather than picture based. Apps such as Instagram are pushing reels in order to keep their base from using other apps such as TikTok. I also know peak times for posting, such as knowing that at lunch hour and dinner hour people will be on their phone more than any other time during the day. I know that using certain captions and tags helps promote the post better. For YouTube, algorithm has changed to promote videos that are like the ones people watch. Such as fashion forecasting videos being recommended after watching seasonal hauls.

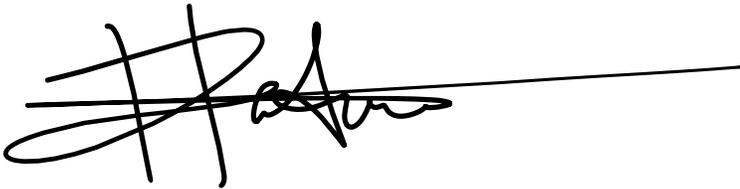
I have organizational skills. In my previous work experience I would have the responsibility of maintaining a neat and organized warehouse. I kept things in order from urgent to least urgent. I would make the warehouse easily accessible to those who needed certain tools on the fly. I was also tasked with maintaining logs and delivery logs, meaning I am skillful in handling receiving and departures of anything that must be delivered.

I have good leadership skills. I have been team captain in many activities I partake in. Such as my high school wrestling team. I also went on to coach the same team. At previous jobs I would be task to help train and guide new workers to company protocols. Even when I am not the most skillful at the task, coworkers and peers would still seek my advice and opinion on how to go about certain situations as they deemed me to be very logical and levelheaded when approaching problems. In previous leadership roles, I would listen to peer concerns and give these peers a voice in times they felt they would not be heard.

I believe I would be a great candidate for the position. I believe my set of skills and abilities as well as experience and knowledge of the field align with what the company is looking for. I hope to hear a response soon.

Sincerely

Hugo Rodriguez

A handwritten signature in black ink, appearing to read 'Hugo Rodriguez', with a long horizontal line extending to the right.

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