

September 29, 2020

Janelle Washington
Senior Learning and Development Specialist
Email: janelle.washington@vice.com

Dear Mrs. Washington:

Im writing this to express my interest in the Vice Media group fellowship program. I am in my senior year of college to obtain my bachelor's degree in Fashion Marketing. Over the course of five years, I have developed the skills and knowledge in subjects such as retail, digital marketing, and advertising. My knowledge is rooted in past positions as well as internships providing me with hands-on experience that I believe will bring value to the program.

In my previous roles, I have enjoyed positions such as Marketing management at a popular store in Cape Cod Massachusetts. The position provided me with experiences such as updating technology within the brand like security, merchandise orders, and cash register functions. These positions led me to social media and digital marketing which heightened my curiosity about the brand DNA footwear. From here I gained experience in social media content creation as well as online merchandise production. Due to my experience in the internship, I received a Nano-degree from Udacity for Digital Marketing analytics prior to receiving my bachelor's degree in fashion marketing. I am currently incorporation with a small vintage clothing shop where my duties have been consisting of, product management, visual merchandising, and online merchandising maintenance.

Please take a moment to review my enclosed resume and accompanying credentials. I would appreciate the opportunity to speak with you regarding my candidacy for the Marketing role. I am looking forward to your response and thank you for your consideration.

Sincerely,

Ikram Ahmad