October 17, 2024

Rodney Cutler, Owner

Cutler Salon

465 West Broadway

New York, New York 10012

Dear Rodney Cutler:

This is a letter of application for the Social Media and Marketing position at Cutler Salon.

Please note that this is a *confidential* letter of application.

I anticipate graduating in May 2025, Majoring in Business & Technology of Fashion from the Department of Business at New York City College of Technology City University of New York (CUNY), with a module emphasis in Global Marketing. While obtaining my degree- this program has equipped me with a strong foundation in business, marketing, and fashion technology. I work at IGK Hair as a front desk associate, where I have valuable skills in solid communication, organization, and brand representation. Handling client inquiries, managing schedules, and resolving issues develops problem-solving abilities, while firsthand knowledge of salon service and trends informs content creation. Building relationships with clients in person translates well to engaging and growing an online community, making this role an excellent foundation for a social media marketing-focused position. These tasks have strengthened my understanding of effective social media strategy and improved my ability to work collaboratively on projects that align with your brand’s vision.

Courses like BUF 4700 (Contemporary Issues in the Fashion Industry), BUF 3100 (Visual Merchandising), and MKT 1214 (Marketing Principles) were critical in providing a comprehensive understanding of both the business and creative sides of the fashion industry.

In BUF 4700, we examined contemporary issues in the fashion industry, focusing on how cultural, political, and economic factors impact the beauty industry. This knowledge directly informed my work on reconstructing the assistant manual for Cutler Salon. Understanding global markets and consumer behavior helped me design a manual that is more relatable, inclusive, and sustainable for the next generation of assistants. I wil apply insights from the course to create content that resonates with diverse perspectives, embraces inclusivity, and reflects modern values of sustainability. By incorporating these principles, I ensured that the manual aligns with the evolving expectations of both the industry and the upcoming workforce, fostering a supportive and forward-thinking environment at the salon.

BUF 3100 focused on Visual Merchandising, where I learned the importance of store layouts, display techniques, and creating an engaging retail environment. A critical project involved designing a complete visual merchandising strategy for a mock retail brand. This allowed me to apply design principles while considering the customer experience, which is essential for creating brand consistency in-store and online. Its emphasis on visual merchandising this skill will be helpful in shaping the creative vision for the assistant manual and the Instagram account. Visual aesthetics and brand presentation are key in both, and the knowledge I gained about creating compelling visual displays and cohesive brand identity translates well into designing digital content and ensuring the manual reflects the salon’s ethos and style.

MKT 1214 introduced the Foundations of Marketing, where I completed a project focused on developing a marketing plan for a fashion brand. This involved market research, identifying target audiences, and creating promotional strategies across multiple platforms. The course helped me grasp the essentials of branding, consumer behavior, and how to tailor marketing strategies to fit a specific niche. I developed a deep understanding of marketing principles, especially regarding branding and copywriting. These skills will be essential in copywriting the new assistant manual, ensuring it is clear, engaging, and aligned with Cutler’s brand. The course also taught me how to coordinate marketing strategies across different platforms, directly applicable when collaborating with department heads and coordinating meetings to align the salon’s vision across teams.

Each of these courses provided practical, real-world insights and hands-on projects directly applicable to the dynamic nature of Fashion Business and Marketing, giving me a strong foundation for future roles in the industry. These courses have provided a solid foundation in both the creative and business aspects of fashion and marketing.

In my past retail experience, I worked as a Sales Lead Keyholder at Hollister and a Sales Associate at American Eagle Outfitters. These roles provided me with a strong foundation in customer service, merchandising, and understanding consumer behavior. In these positions, I developed essential skills in communication, managing customer inquiries, and product knowledge, all of which are invaluable in the fashion industry. I also gained hands-on experience with inventory management and visual merchandising, enhancing my ability to curate and present fashion that aligns with consumer trends and preferences.

Additionally, my involvement in New York Fashion Week has allowed me to experience the fashion industry’s fast-paced, creative, and collaborative nature. I have participated in several fashion shows, including PriscaVera and Sp5der’s, where I provided backstage support, assisted stylists, and ensured smooth operations during events. These experiences exposed me to the importance of attention to detail and the ability to work under pressure in the high-stakes environment of fashion shows, where every moment is crucial to the success of the presentation.

I am highly motivated to continue contributing to Cutler Salon’s success. My expanded experience in marketing, social media management, and creative direction positions me well for a larger role. I am eager to apply the skills I have honed during my internship—such as leading content creation, organizing team efforts, and shaping brand strategy—to elevate the salon’s presence and impact further. I look forward to discussing my qualifications with you to discuss how I can contribute strategically and continue growing within the team.

Sincerely,

Jailine Collado