Hiring Manager

AM Retail Group

240 West 40th Street, New York, NY 10018

Dear Hiring Manager,

I am excited to apply for the Fashion Copywriter position at AM Retail Group. With a background in fashion marketing, hands-on experience in social media content creation, and a passion for storytelling, I am thrilled at the opportunity to contribute to your eCommerce team. I am drawn to AM Retail Group’s commitment to innovation, collaboration, and excellence, and I am confident my skills in fashion copywriting, creative thinking, and trend analysis align well with the goals of this role.

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

My academic background in Business and Technology of Fashion from New York City College of Technology has equipped me with valuable skills relevant to the fashion industry. In Contemporary Issues in Fashion, I studied how cultural, political, and economic factors impact the global beauty industry. A project I completed involved conducting an in-depth analysis of Kosas Revealer Concealer, where I examined the brand’s marketing positioning, consumer behavior, and communication strategies This experience enhanced content by identifying consumer preferences and aligning them with brand messaging. The project strengthened my skills in trend analysis and marketing research, which are critical for creating compelling copy that resonates with diverse audiences. These insights directly align with the requirements for a Fashion Copywriter at AM Retail Group, as they enable me to develop impactful narratives tailored to the company’s target demographics.

In Visual Merchandising, I learned the importance of effective presentation and cohesive branding, essential for creating compelling product descriptions and promotional content. This course included projects where I designed store layouts and displays, gaining insights into how visual elements and brand identity impact consumer engagement. This understanding will be invaluable in maintaining a consistent voice and style across all written content for AM Retail Group’s brand.

Through Advertising, I gained a strong foundation in branding, consumer behavior, and strategic communication. This course included a project where I developed a marketing plan for a fashion brand, focusing on identifying target audiences and tailoring messages to specific demographics. This experience has prepared me to work collaboratively with marketing and design teams to produce content that is persuasive and aligned with AM Retail Group’s brand identity and audience.

In my recent internship at Cutler Salon, I applied my academic knowledge professionally, assisting with social media content creation and copywriting for the salon’s brand initiatives. My experience as a copywriter for the assistant manual at Cutler has equipped me with the ability to translate complex concepts into clear, engaging, and audience-specific content. By collaborating with senior stylists and colorists I ensured the manual effectively conveyed essential information while maintaining a professional and approachable tone. This experience honed my attention to detail, adaptability, and creative writing skills- qualities that align perfectly with the demands of a Fashion Copywriter at Am Retail Group, where crafting compelling and on-brand messaging is key to connecting with customers.

My retail experience as a Sales Lead Keyholder at Hollister and a Sales Associate at American Eagle Outfitters has further developed my understanding of customer needs and preferences. In these roles, I interacted with customers daily, which gave me firsthand insight into consumer behavior and preferences. These experiences taught me how to tailor messaging to engage and inspire, a skill I am eager to bring to the Fashion Copywriter position.

I am particularly inspired by AM Retail Group’s dedication to crafting narratives that connect with fashion lovers worldwide. My love for fashion and ability to deliver high-quality content under tight deadlines make me an ideal candidate for this fast-paced role. I am eager to apply my storytelling skills, attention to detail, and passion for the fashion industry to your team. I look forward to discussing how my background and enthusiasm for fashion copywriting align with AM Retail Group’s goals.

Sincerely,

Jailine Collado