

December 5, 2024

Nike
Marketing
One Bowerman Drive
Beaverton, Oregon 97005

Dear Hiring Manager,

I am writing to express my strong interest in the Visual Merchandising & Styling (VMS) Senior Professional position at Nike Retail in North America, as advertised on jobs.nike.com (Job ID: R-37435). Your commitment to innovation and athlete empowerment aligns perfectly with my passion for creating compelling retail experiences. I am confident that my skills and passion for the industry makes me an ideal candidate for this role. With over 10 years of experience in the retail industry, I have consistently exceeded expectations in visual merchandising roles and team management. My experience has instilled in me a deep understanding of how impactful displays can elevate the customer journey and drive sales. As a dedicated and passionate art enthusiast with a strong retail background I am confident in my ability to contribute meaningfully to Nike's success. I am currently pursuing a bachelor's degree in Business & Technology of Fashion at City University of New York, New York City College of Technology with a module emphasis on Global Fashion and anticipate graduating at the end of this semester. My passion for Nike's innovative spirit and dedication to empowering athletes perfectly aligns with my own career aspirations. I am eager to contribute to Nike's continued success by creating innovative and engaging retail experiences.

Through my coursework I have completed in *BUF 2246: Textiles*, *BUF 2203: Visual Merchandising and LATS 2204: Latin American Fashion/Culture*, I have developed a strong foundation of skills directly appropriate to the Visual Merchandising & Styling position. My studies in the *Textile* course along with my extensive sales work background have equipped me with the ability to effectively engage with clients, understand their needs, and promote products in a professional and persuasive manner. I have learned much about the value of raw materials, the various textiles that exists and how they are used within fashion and art. I am eager to apply these academic and customer service skills in a dynamic and creative establishment like Nike.

Additionally, my coursework in *Visual Merchandising* has enhanced my skills in creating visually appealing displays and understanding the importance of presentation in the retail environment. Likewise, my *Latin American Fashion/Culture* course has provided me with a deep appreciation for the context and significance of various art movements and styles that's inclusive of many cultures. I am particularly drawn to Nike's commitment to diversity and inclusion. This course has enabled me to contribute to meaningful discussions and engage with others at a deeper level. I believe these courses have perfectly prepped me to be an asset within the company. Beyond my technical skills, I possess strong leadership qualities. I am a natural mentor who thrives on fostering a collaborative and inspiring work atmosphere. I am confident in my ability to coach and guide a diverse team of talent, sharing best practices and fostering a culture of continuous improvement.

Drawing on my experience from sales, retail and dental office manager, I believe I possess the skills and knowledge necessary to excel in this Visual Merchandising & Styling position with Nike. My previous roles in retail management and prior work experiences have instilled in me a strong work ethic, great attention to detail, and an ability to thrive in a fast-paced environment. My work experiences have equipped me with a strong foundation of organizational, administrative, and customer service skills that are directly applicable to the Visual Merchandising & Styling position. My experience leading teams and managing store operations has educated me on the importance of collaborating effectively with colleagues, prioritizing tasks, and meeting deadlines. I am proficient in translating brand narratives into compelling visual stories that resonate with consumers. These skills are transferable to the creative retail environment, where I can assist with curating visual ideas while providing excellent customer service to visitors and prospective customers, playing my part in the collaborative team effort that it takes to run the company.

I am confident that my skillset and passion for Nike's brand values make me a valuable asset to your Visual Merchandising & Styling team. I am eager to contribute my expertise to Nike's vision and learn from your industry-leading team. My ability to adapt, learn quickly, and think strategically makes me a perfect fit for this fast-paced environment. I am a confident presenter with strong computer skills and am prepared to travel as needed. It would be a privilege to bring my knowledge of fashion and my valuable school knowledge and experience to Nike. Thank you for your time and consideration. I have attached my resume for your review and look forward to speaking to you further about this opportunity and my qualifications.

Sincerely,
Jesenia Bravo
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