November 26, 2021

To Whom It Might Concern:

I am writing to express my interest in the Estee Lauder presidential associate summer 2022 internship program. For the past few years as a college student, I have taken courses on *MKT 1214 Advertising*, *BUF 3100 Trend Forecasting and Social Media,* and *Foundations of Marketing* and *MKT 1210 Market Research.* I have conducted research on fashion trends for college projects, individual research on fashion related topics, worked on a group project on advertising campaigns and other marketing related projects. I have worked on marketing plans for businesses in my marketing related courses in which SWOT analysis was implemented, and research conducted.

During my *BUF 3100 Trend Forecasting and Social Media* course, I worked on two different final projects; one individual and the other one in a group of four individuals. The project was to conduct research to create a trend forecasting report for the year of 2022 on a fashion related product. The spring season was chosen by the team alongside the classic female jackets. My role was to design and conduct research on three of the eight trends that were asked from the group in the project outline. I utilized the New York City College of Technology Library database, Jstor to find related information to back up the trends, and magazines such as Vogue, Marie Claire, WWW, were also used to find evidence of the relevance of the trends. At the end all the sketches were hand drawn and colored by me. The individual project consisted of choosing a topic of preference relating to fashion. The project title was "The Modern Influence of Science and Technology in the Fashion Industry" where it emphasized the contribution of both science and technology in during covid-19.

While I was part of the *MKT 1214 Advertising* course I developed a final project that consisted of creating an advertising campaign as a PR agency for a major company. The company chosen was DevaCurl, a haircare brand that targets both men and women. I was in charge of conducting Research to highlight the major weaknesses of the company using the SWOT analysis. I was also in charge of the target market where I combined social media content, among others to come up with the demographics of the target market for the company. This project helped me to learn how to recognize the target market for a company and how to create advertising/ PR content that is relevant and cohesive for a company.

In my free time, I like to sew and sketch clothes. I research fashion trends and create pieces for myself or other people. I always keep myself up-to-date with fashion related trends by reading WWD, WWW, Vogue, Maire Claire magazines among others. Since I have been sewing for a few years, it has made me a patient individual with a strong attention to detail. When it comes to garment construction, I have basic understanding on how to read a clothing pattern, and I have a basic understanding of the fashion terminologies used in the fashion designing industry.

I have a good understanding of social media platforms such as Facebook, Instagram, Twitter, Pinterest, and Tik Tok. I am very knowledgeable in how the platforms operate, and assisting with creating engaging content that leads to brand awareness. I have a social media page where I talk about fashion related subjects, such as Met Gala looks, Fashion week, and share design and sketching processes. I sketch my own fashion illustrations alongside recording, and editing videos for social media platforms such as Instagram and Facebook. For me, it is extremely important to constantly research content in order to keep followers engaged. I always create a social media calendar with all my topics that will be posted weeks in advance. I utilized Facebook Business Manager to schedule content, and Skedsocial and for creating content I use platforms such as, Imovie, Canva and Adobe Spark Post.

I am an organized, passionate individual, with a strong attention to detail. I have an understanding of digital marketing through digital platforms, and I have administrative and management skills. As a college student, I enjoy contributing to my college class group the best way I can, with enthusiasm and hard work. Throughout my group projects, I have helped my fellow members the best way I can, and often take a leadership and management position in a group if needed. This is in order to ensure that tasks, and deadlines are being properly followed. I also work extremely well on individual projects, because I am organized, follow instructions carefully and make sure my work is cohesive. I enjoy networking and meeting new people as I am a person that is very adaptable to a new working environment. Overall, I am looking forward to talking more about my skills and qualifications with you for the position listed.

Sincerely,

Kimberly Baez

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