

November 14th, 2024

Ralph Lauren Corporation
650 Madison Avenue
New York, NY 10022
[Ref #: W154546](#)

To Whom It May Concern:

I am excited to apply for the Brand Marketing Associate, Women's position at Ralph Lauren, currently advertised on your website. I am a student in my last year of Business and Technology of Fashion with a concentration in Omni-channeling, Contemporary Luxury Markets, and International Retailing at New York City College of Technology, City University of New York. With a keen understanding of marketing strategies and extensive research in the luxury fashion sector, I am eager to contribute to Ralph Lauren's mission to elevate its iconic brand on a global scale. Please know this is a *confidential* letter of application.

As part of my educational background in Omni-channeling, I comprehended, analyzed and provided an in-depth analysis of distribution channels and clients relations across various stages. The course has built foundational knowledge in consumer behavior, with a focus on enhancing the customer experience through innovative approaches such as "omni-channel" retailing. This allowed me to understand how retailers can offer seamless service across multiple platforms, ensuring an optimal customer experience and maintaining a competitive edge in today's market. My recent background has solidified my skills in omni channeling and has equipped me with the skills necessary to develop and execute effective marketing strategies. This aligns with Ralph Lauren's focus on creating impactful and on-brand marketing campaigns.

In my studies, I have studied the history of fashion and costume design. I have developed a strong understanding of fashion history, examining the aesthetics of major designers from the 19th to the 21st centuries. I have also studied the history of dress in the 20th century. Through lectures and in-depth analysis of apparel, designers, and collections; I have gained a comprehensive knowledge of historic fashion influences. This insight has allowed me to apply these influences to contemporary and future apparel, honing my ability to recognize and incorporate timeless elements into modern designs. With course I have acquired the skills to create compelling experiences using historic inspirational aspects of the past, my background equips me with a unique perspective, blending history with current trends to create innovative, forward-thinking fashion. Throughout my studies, I have gained experience in campaign development, planning, and execution.

Throughout my coursework, I have learned how to anticipate shifts in global markets. I can strategically plan for change, and implement retail strategies that prioritize the consumer's needs to ensure profit with agility and adaptability. In international retailing, I focused on the key issues impacting international retailing, including the welfare of global consumers. Through my studies, I developed a comprehensive understanding of retailing and applied this knowledge in a "real-world" retail managerial environment. With this knowledge, I am adept at adapting to the ever-changing retail landscape while maintaining brand image.

Outside of my academics, I have successfully created engaging content that drives brand awareness and connects authentically with target audiences. I am also experienced in monitoring social media trends and analytics, allowing me to provide insights that enhance engagement and optimize campaigns. In my previous roles, including my current brand ambassador program, I honed my abilities in digital marketing, content creation, and community management to create compelling content. I am proficient in using various graphic design tools, such as Canva, which enables me to produce visually compelling posts that resonate with audiences across numerous platforms. With this experience, I am in alignment with Ralph Lauren's commitment to elevate brand awareness.

I am excited about the possibility of collaborating with your team to create compelling campaigns that reflect the Ralph Lauren brand and its values. Thank you for considering my application. I look forward to the opportunity to discuss how my skills and passion can contribute to your brand's success.

Warm regards,

Leilani Morell

845-544-5005

Morellleilani@gmail.com

[Portfolio](#)