

October 10th, 2022

Ralph Lauren
650 Madison Ave
New York, NY 10022

To Whom It May Concern,

I am writing to express my interest in the Social Marketing & Content Strategy Development Associate position (W122948) at Ralph Lauren that was posted on September 1st, 2022 via LinkedIn. As a marketing professional with 4 years of experience as an Influencer and former Footlocker Marketing Intern I understand what it takes to meet the needs of various audiences, as well as how to use feedback to conduct new digital campaigns and strategies. My exceptional written communication skills allow me to craft effective tweets and posts that inspire user engagement and drive traffic. My philosophy is that introducing fresh perspectives and new techniques allow businesses to evolve and grow. Similar to Ralph Lauren, my goal is to remain on the cutting-edge of trends. My expected graduation date from CUNY New York City College of Technology is December 2022 with a Bachelor of Science in the Business And Technology of Fashion. If given the opportunity I will work towards identifying innovative approaches and identifying new opportunities to drive growth and media value across social media campaigns.

In my time at CUNY New York City College of Technology, I took a course called Trend Forecasting and Social Media that prepared me for this job. This class has helped me learn to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate findings into a specific trend forecast and correlating merchandising plans inclusive of mood boards, flat sketches, and spec details. I have also developed those ideas into a format that can be understood by pattern makers and other producers at the primary level of fashion.

I have also gained experience through a relevant course Brand Image Marketing which has allowed me to investigate how to build, measure, and manage a brand. I am able to explore visual literacy by considering the symbols and imagery used in formulating fashion brands and line identity.

I have also taken Introduction to the Fashion Industry course where I was able to develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. The course provided me with the opportunity to communicate ideas effectively from a written perspective, orally, visually, and mathematically. Furthermore develop critical thinking skills that move freely between core business principles and industry specific objectives.

My experience as an influencer has taught me how to manage my own platform, scheduling my own content publications across platforms. Crafting and editing pertinent content and combing through my audience's feedback to ascertain their insights. Researching brands and their products to create promotional content.

At Footlocker my previous marketing internship fed me insights on innovation. I gained knowledge on shifting the innovative culture of Footlocker. I have been able to develop a keen level of accelerating and growing ideas through connected experiences. During my time there I was responsible for assisting the internal creative teams and external agencies on execution of all marketing campaigns across in-store retail, online, paid media, social media and public relations. I also analyzed campaigns and translated anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.

I'm fluent in key social media platforms, with an emphasis on Facebook, LinkedIn, Twitter, Pinterest, and Instagram. I'm also comfortable with Buffer and Hootsuite, and have experience managing a regular content schedule. I'm also able to interpret and draw solutions from these sets of data and successfully strategize future social media campaigns based on them. I am extremely detailed, organized, and have excellent written and oral communication skills. A person who enjoys work to the fullest, I am looking for a creative, challenging, and growth-oriented position.

I look forward to discussing my qualifications with you.

Best,

Lisette Hughes