

May 18, 2023

Wetherly Group
580 Broadway STE. 600,
New York, NY 10012

To Whom it May Concern,

I am writing to express my interest in the 2023 Public Relations Coordinator position at Wetherly Group, which was posted on Weatherly Group website on May 3, 2023. For the past four years, I will be diligently working on achieving my Bachelor Degree in Business and Technology of Fashion with the emphasis of *Global Luxury Fashion* in the New York City College of Technology, City University of New York (CUNY) Department of Business. Where I have maintained a GPA of 3.9. In addition to being a dedicated team player, I am also a passionate contributor who enjoys the process of working as a member of a team.

While completing my bachelor degree, I am currently enrolled in a course called *Internship (BUF 4900)*. As part of this course, I am required to participate in an internship, for which I am currently employed by Plitzs Fashion Marketing as a Public Relations Coordinator. My internship course will provide me with the opportunity to gain real-world experience, participate, and apply the skills I have learned in university to real-life situations. During my internship, I will be responsible for sample trafficking, event production, and assisting in the planning and execution of our next New York Fashion Week show production. In addition, I will be responsible for other fashion show productions. As part of my coursework, I am required to reflect on my internship on a weekly basis, and how the values and missions our internships present us with help us adapt to the real-world workplace. In my coursework, I am required to reflect on my internship every week and demonstrate how these values and missions have assisted me in adjusting to the real world of work. As part of the class period, I and other students create a weekly list of tasks that we must complete during our internships, which assists in keeping us organized and in keeping track of our progress. This course is providing me with valuable experience. As a result of this course, I have gained a better understanding of the position I wish to apply for and how I should prepare. The experience I gained during this internship course, including both my mistakes and solutions, will certainly be beneficial to me in my current position with Saks Five Avenue.

BUF 3100: Trend Forecasting and Social Media provided me with an understanding of the impact of current fashion trends on sales forecasting. For our final project, we were taught how to analyze nonverbal trends, identify current trends, and predict future trends in the short term (two to five years). Together with my partners, I prepared a 41-page report on crop tops. Reports on color, fabric, silhouettes, and textures were included in the forecast. This project required us to identify past trends, describe the characteristics of those trends, and identify and summarize the diffusion process of the trend in the social system, which became our major drawbacks for this project. Pattern makers and other producers within the fashion industry must be able to understand all forecasts. This course gave me the opportunity to learn to do more research, having to do APA format to avoid plagiarism. I found ways to do the research better as I learned to use different sources to have more information and credibility in my research.

The course *International Retail (BUF 3300)* has also been of great assistance to me. Through knowledge of international trade theories (comparative, absolute, and relative advantage theories), I

was able to gain an understanding of key issues and policies that affect many fashion companies when dealing with the international market in this class. Identify tariffs, quotas, and embargos, as well as their specific types and the impact on a company's production, as well as understand the basics of international retail. For this project, we were instructed to prepare a research report that would provide consumers with information and research regarding the apparel and textile industry in a specific geographical area. For a moderate-sized class, we also developed a presentation summarizing our work and understanding, as well as our research skills (based on APA standards). It was through this project that we gathered reliable information and gained a comprehensive understanding of how retailers operate internationally, highlighting the similarities and differences between them. As a result of my final project, I have gained a greater understanding and respect for the differences between the trade policies in the United States and those found abroad.

Financial Forecasting (BUS 2341) and modeling curriculum, this course explores the fundamental principles and techniques required to make informed business decisions. During this course, I gained an understanding of capital budgeting, modeling using Microsoft Excel with built-in add-ins, multinational finance, and risk management. Through the course project, I gained a better understanding of the challenges faced by business professionals in industries such as fashion, technology, financial services, and professional services. The project involved a Microsoft Excel workbook in which I learned basic Excel terms and conducted extensive research on the principles of profit and capital budgeting. The course provided me with valuable instruction on how to handle Excel, a very important tool at work in the real world.

My experience in *BUF 2203: Visual Merchandising* has equipped me with the necessary skills to execute proper visual displays for a variety of products in a retail environment. This course provided me with an understanding of the impact of lighting, special effects, accessories, product placement, color, and music on the overall success of a store. There will be a focus on creating displays for department and specialty stores, designing images for walls and windows, using professional presentation techniques, and understanding the impact of color, music, and lighting on consumer behavior. During this course, I was not only taught these concepts but also taught how to apply them in the real world through a hands-on project in which I had to analyze a store window using the appropriate terminology.

Being part of Plitzs Fashion Marketing, I have been able to gain new knowledge as well as new skills. Being in direct contact with models and designers has generated more confidence in myself. Among the knowledge I have acquired are: Executing Press/Media lists, Composing and putting together press packages, Managing & tracking press samples, Devising Social Media accounts, Researching new brands and Outreach.

I am a very good researcher, something that stands out is that I manage to have good communication with people. I'm fluent in Spanish as it is my native language. I have managed to be more organized and focused. This experience has helped me to understand a lot about the world of fashion. I have become someone more responsible and professional throughout my Internship at Plitzs Fashion Marketing. As a highly organized and detail-oriented individual, I possess a strong skill set in various software programs including MS Excel, Word, Powerpoint, Paint, Photoshop, and Fashion GPS. These skills, combined with my experience in public relations and event planning, make me an ideal candidate for this role.

Throughout my career, I have consistently demonstrated my proficiency in using these software programs to efficiently manage various tasks, such as creating compelling presentations, developing detailed reports, and designing visually appealing graphics.

Having previous experience I am able to work virtually/remotely, I have proven leadership ability through group participation. I have obtained strong analytical and organizational skills that help me maintain good job performance. Obtaining excellent interpersonal and communication skills by having direct contact with models and designers. I am an adaptable, self-starting, goal-oriented individual with an eagerness to learn. Having problem-solving skills as well as being intuitively analytical and creative, and able to generate a variety of new and novel ideas to solve problems.

In an academic organization, I am highly motivated, well-organized, analytical, and a team player. A solid understanding of fashion PR, marketing, and retail promotion, including sample traffic, event production, relationship building, and press outreach is one of my strengths! My communication skills are strong, both verbally and in writing. I am interested in networking and building relationships that benefit both parties. Models and designers are my favorite subjects to work with, both for interviews and for the creation of articles that assist them in promoting themselves online. In my role as PR at Plitzs Fashion Marketing, I will assist in executing our upcoming New York Fashion Week show production, as well as other fashion show productions.

I look forward to discussing my qualifications with you.

Sincerely,

Lizeth Pilamunga

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