

5 December 2024

Ms. Carolyn Ernst
Creative Talent Acquisition Lead
Ralph Lauren Corporation
650 Madison Ave
New York, NY 10022

Dear Ms. Ernst,

This is a letter of application for the position of Assistant Brand Planner at Ralph Lauren, as advertised on LinkedIn on the date of 3 December 2024 at 10am.

In 2018, I obtained a Fashion Certificate from the Fashion Institute of Technology. Currently, I am pursuing my Baccalaureate of Science in Business and Technology of Fashion from New York City College of Technology, City University of New York (CUNY) with an anticipated graduation date of January 2025. My coursework includes a wide variety of topics relevant to the planning and buying sector of the fashion industry.

BUF 2255: Merchandise Planning and Buying - The course provided an in-depth curriculum covering retail math throughout the entire Product Lifecycle Management (PLM) timeline. Key topics included calculating mark-ups, markdowns, profit margins, and creating financial cost analysis reports. Additionally, the course covered creating and analyzing projection reports including open-to-buy (OTB). These topics are critical foundation elements for effective pricing strategies and e-commerce decisions.

COMD 3563: Web Traffic and Analytics - This course covered SEO, online marketing, link building, and analysis of web analytics content. The curriculum focused on for profit businesses. Along with a team of students, we built out a wordpress site for a design blog. Throughout the semester we posted over 60 blog posts, promoted the content on social media, and collected and analyzed the web analytics data. Then, as Editorial Director of the group, I created comprehensive reports to inform our decision making.

BUF 3100: Trend Forecasting and Social Media - The course covered historical fashion trends and practical application to trend forecasting reports. I studied consumer research and analysis of color, fiber, & fashion trends. The term project was to generate a two year fashion forecast. Together with a classmate, we generated a thirty page forecast for men's trousers. My partner and I researched market segmentation, historical and current trends, and created an in depth trend forecast. Our report included forecasting for: color, pattern, silhouette, appliques, and fabric.


Additional relevant courses include; ACC 1101: *Principles of Accounting*, BUS 2339: *Financial Management*, BUF 3300 *International Retailing*, and BUS 2341 *Financial Forecasting*.

My professional experience includes data analysis, inventory management, and KPI tracking. I am familiar with e-commerce platforms such as Shopify, Joor, and Cin7. I am an innovative thinker with a solid work ethic, strong sense of purpose and effective communication skills. I am a proven streamliner and team player, always looking to enhance my skills.

In my current role as an intern at Eugenia Kim, I track KPIs, analyze post-season sales data, and identify best-selling products. I also create actionable reports to guide future product strategies, helping to drive sales and margin growth—key aspects of this role.

I am confident that my practical experience and academic background make me a valuable asset to the Lauren team. I look forward to bringing my skills in digital merchandising and data analysis to Ralph Lauren and contributing to the brand's continued success. Please find my resume attached. I am available for an interview at your earliest convenience.

Sincerely,


Menucha Libman