

October 28, 2019

The Estée Lauder Companies Inc.  
767 5th Avenue  
New York, NY 10153

To whom it may concern,

I am writing this letter to the Estée Lauder Companies Inc. I seen this job advertisement on LinkedIn on October twenty-eighth . I am responding to this position of Social Media Assistant Manager at Tom Ford's Beauty.

Currently I am a senior student attending a City University of New York College of Technology with a Baccalaureate degree in Business and Technology of Fashion. In the past four years I have been deligenting to obtain my degree. Through my school experience I have been able to acquire skills in trend forecasting and brand image. I can utilize my skills to analyze what data can increase

the sales growth for a brand. My capability can exploit the brand to different opportunities.

Currently I am working at a Sale Marketing internship. My responsibilities contains a lot of interaction through social media due to the small business. Within these two months in the internship I have been able to provide new content and increase fifty percent of new followers.

Based on my previous experience I am confident I can successfully work on promoting the brand

and generating sales. I know I can take your social media presence to the next level. I look forward

speaking to you.

Sincerely,

Miranda Hiralall  
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347-295-6376