

February 19, 2020

To Whom It May Concern,

I am writing this letter to express my interest in the open Merchandise Planner/Visual Merchandiser/Marketer/Production position at the company. I obtained Baccalaureate degree at New York City College of Technology, City University of New York for Business and Technology of Fashion. During my studies I took classes on Merchandising Planning and Buying, Foundations of Marketing, Financial Forecasting, Trend Forecasting and Social Media, Product Development, Omni-channeling, and Marketing Research. Roberts Wood, a great professor of Omni-channeling especially showed me how to make a business connection and how sales are worked in all markets today using examples of Amazon.com, Inc and Walmart. Also, Roger Gonzalez, another great professor of Foundations of Marketing especially showed me how to criticize and plan companies better profit through S.W.O.T analysis and a group project during 2018 Spring term. Additionally, I was able to gain industry experience as a salesperson at Hunt South Korea, production and sales assistant at Sea New York, and very recently marketing assistant at ELA USA.

At Hunt, I learned how to assist customers and effectively communicate with them in order to sell underwear while meeting sales targets and budget requirements. Also, when I interned at Sea New York earlier in 2019, I was entrusted with selecting, ordering, and preparing garment samples and also found a way to organize sales process more efficiently. Moreover, at ELA USA where I interned and supported all marketing, sales, and merchandising functions, I managed certain project budgets and maintained and established business connections between ELA and other firms. Most notably, I introduced a new arrival collection to new clients in Miami and Boston via e-mail and platforms such as Instagram and was able to establish a new business connection with the clients. I assisted and communicated with individual customers to make them satisfied with apparel of ELA. For sales growth, since ELA also hoped to find fashion suppliers in Europe to have diverse design, I researched and assessed the potential of partnering with fashion suppliers there. I am very proud of having developed business and sales of ELA USA.

Thanks to my classes, events by fashion companies, and industry work I am very experienced in MS Office Word, Excel, and PowerPoint. While I mostly worked independently at my previous internship, I was also comfortable working in a group setting as both member and leader. In group assignments at school I often led the projects and developed the general outline, distributed matching tasks to team members, and solved conflicts and issues between the participating individuals. Overall, I would describe myself as an adventurer, who enjoys challenges and always looks for new ones, and since I am detail-oriented, hard-working, and highly motivated I usually achieve my goals. Last summer, for example, I earned a certificate in Adobe Photoshop CS6 and hope to study Italian soon; before that however, I hope to discuss my skills, personality, and interest in working as a Merchandise Planner/Visual Merchandiser/Marketer/Production assistant at the company with you in person during an interview.

Sincerely,

A handwritten signature in black ink, appearing to read 'Minji Kim', with a stylized flourish at the end.

MINJI KIM