

July 15th, 2024

Uniqlo
660 5th Avenue,
New York, NY, 10103
(855) 486-4756

Dear Uniqlo,

I am writing to express my interest as a Visual Merchandiser at Uniqlo, as posted on LinkedIn on July 29th, 2024. My coursework has covered key areas like *Omni Channel Retailing*, *Marketing Research*, *Brand Image Marketing*, *Trend Forecasting* and *Social Media*, and *Visual Merchandising*, giving me a solid foundation in both traditional and digital marketing strategies. I will be obtaining my Bachelor degree in Business and Technology of Fashion expected Summer 2024 at the New York City College of Technology, City University of New York (CUNY).

In the course *BUF 3100: Trend Forecasting and Social Media*, I gained the skills and knowledge to predict fashion directions. In a team of three, we developed strategies for upcoming forecasts over the next two years, concentrating on color schemes, fabric choices, silhouettes, and textures. Our analysis of consumer profiles helped identify emerging trends in color preferences, fabric types, and lifestyle choices. We engaged in comprehensive consumer research using social media platforms, analyzing industry databases, studying historical timelines, and monitoring current events to draw informed conclusions about future trends.

As a student enrolled in *BUF 2203: Visual Merchandising*, I gained valuable insights into creating impactful store environments. I learned how to apply principles of store layout, color theory, and display techniques to design engaging product presentations. This included using lighting and props effectively and ensuring that displays aligned with brand identity. My coursework also covered designing seasonal and promotional displays and measuring their success through various performance metrics. I found these skills instrumental in understanding how to create visually appealing spaces that attract customers and drive sales.

Studying *MKT 1214: Advertising*, has allowed me to gather and analyze data to understand consumer behaviors and preferences. Through my studies, I have learned how to conduct a thorough marketing review to understand an industry's dynamics and perform situation analysis by exploring advertising strategies and analyzing current competitive information. I have developed skills in setting research objectives, performing data analysis, and summarizing research data for effective advertising campaigns. Identifying and defining target consumers using demographic and psychographic data from resources like the U.S. Census Bureau. I have learned to set specific and measurable advertising objectives, select appropriate media vehicles, determine costs, and justify these choices in a media plan and schedule.

My professional experience includes being an intern at Alzerina Jewelry as a Social Media Manager. I participated in brainstorming sessions, contributing creative ideas for content campaigns, promotions, and influencer partnerships, driving increased user engagement and brand loyalty. I managed and marketed the business profile by applying SEO strategies and publishing high-quality content, boosting visibility and engagement.

I am a highly motivated and organized team player with strong proficiency in both written and oral English and Spanish. My expertise in Microsoft Office and Google Suite, combined with a keen attention to detail, ensures that I maintain brand standards for visual presentation, cleanliness, and organization throughout the store. My background in marketing and problem-solving abilities drive effective project execution, while my data entry skills and experience in hospitality contribute to creating a consistent customer experience. I excel in utilizing tools like Canva and CapCut for creative tasks, allowing me to create visually appealing and brand-appropriate displays that drive sales and adapt to the store's needs. By adjusting lighting to highlight merchandise and following company styling directives, I ensure displays are on-trend and engaging.

Sincerely,

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