

2615 Grand Concourse
Bronx, NY 10468
December 3, 2020

Hello,

My name is Mia Washington. I am a business and lifestyle-fashion enthusiast with a natural ability of representing and showcasing a company's aesthetic in sterling correlation with the consumers. I am also a college student who chose to maintain employment throughout all the semesters of my Associate's and Baccalaureate degree thus far. This commitment has created both academic and professional skills which prevail in diverse circumstances. Being part of today's labor system as well as the collective of future employers simultaneously, has created an all-embracing attitude and desire to efficiently represent the current and incoming generation as knowledgeable in executive and personal matters that can be respected for being morally correct.

To brand my own lifestyle apparel company and have an impactful role in the maturity and innovations that are taking place in urban/street-style fashion is the pinnacle of my career objective. Because of this, attending trade shows, fashion shows, seminars, and other events that provide development for industry relations or professional development have been a priority and pursued during leisure time.

I am currently in the last semester for my Baccalaureate degree in the Business and Technology of Fashion at CUNY's New York City College of Technology. The fashion program started out as a 2-year degree in Fashion Marketing with a little over 100 enrolled, to an extended 4-year curriculum with a broader focus now with over 600 students. I've had the opportunity to connect with other students and participate as a designer in a fashion show run by the International Business Organization. Projects continued outside school events with members of the club. In addition to curriculums from educational institutions, academics have been acquired in industry-related sneaker and streetwear programs.

Skills in customer service, social media, sales and tactical marketing have been gained first hand through employment experiences. I began working the winter after graduating high school at BX Sports as a sales associate. I quickly got placed on cash registers and made my way to working with stock. Through my performance with back of house I was promoted to being an assistant to the general stockroom manager. From observing the duties necessary at the standards of the flagship location I was selected to supervise other stores, primarily in training employees on operational software and effective client service. A new store was opening in my neighborhood with up-and-coming lifestyle brands, Bred Shop, where I was asked to work as well. Exposure and engagement was needed to bring acknowledgment that there was more to style than shopping Soho and social media became another responsibility.

After gaining the ins and outs of retail from local shops with an urban demographic, I proceeded to international fashion at Zara handling stock in the men's department. Their unique business model was witnessed as well as a familiarity with different target markets, including the more conservative. During a recess from school a seasonal position opened at an Adidas mall store

where I was hired and eventually made permanent. Customer feedback was key for every shift and one month I gained enough feedback during my two scheduled days, that I won a contest for the highest NPS (Net Promoter Score) for the entire month. Promotion was also awarded from being a sales associate to an advanced retail professional. Majority of my retail profile deals with menswear, so my change to Victoria Secret's Pink adds to my competence to assist women. My role specialized in intimates and making her feel comfortable during sensitive shopping.

I am seeking challenging but rewarding experience to help further my career, which is why I was drawn to reaching out in efforts to enhance my current skills and gain more with the company's input. Given an opportunity I would show to be an asset with my highly motivated, well organized, collaborative and creative attributes.

I would be delighted to personally interview with you. Please let me know a date and time we can schedule an appointment.

Thank you for your time and consideration

Best,

Mia Washington