

July 18, 2023

Robin Ruth
Manhattan, NY

To Whom It May Concern:

I am writing to express my interest in the position for full-time visual merchandiser – entry level at Robin Ruth. I have found this position listed in Indeed.com on July 17, 2023. I have previous experience with visual merchandising in my Bachelor of Business and Technology Fashion. In this course, I have created a project to assess the appeal of merchandise to target customers. I created the customer profile of the store. I became familiar with tools such as seasonal trend reports, customer analytics, and surveys, which will be helpful when researching upcoming trends.

Currently, I am obtaining my Bachelor Degree at New York City College of Technology, City University of New York (CUNY) major in Business and Technology of Fashion. Learning outcomes of the Business and Technology of Fashion program was applying knowledge about the roles and functions of the fashion industry sectors of product development, production, marketing, sales and merchandising. Within the major, I took three courses to deepen my understanding of what is the role of visual merchandising as well as how to make your branded/ company more recognized. Such as: *MKT 1214 Advertising*, *BUF 2203 Visual Merchandising* and *BUS 2425 Business management*.

During the course *MKT 1214 Advertising*, I learned how to analyze the types and functions of advertising agencies and conduct reviews for producing broadcast and print advertisements. In the class, I created an advertising plan for Uniqlo with five team members. In order to create an advertising plan that fits the company, we conducted marketing review, situation analysis, and SWOT analysis on Uniqlo. After finishing this course and project, I knew more about how to let more potential customers know about the brand.

In the course of *MKT 2425 Business Management*, I learned how it provides with a comprehensive view of the different manager theories can use to improve productivity in the workplace. As a group project we created with the brand, Build UR Idea, which is about recycling clothes, and Do-It-Yourself styling that. After finishing this course and project, I knew how to manage a newly opened company/brand.

During *BUF 2203 Visual Merchandising*, I learned the creation of specialty and department store displays, the visual design of walls and windows, and how color, music, and lighting influence consumer behavior. In the class, I created a color wheel and color analysis project. Through this course and project, I learned more about the

environment, color, lighting theory, and actual use effects in the store, all conveying information about fashion brands and influencing consumers.

My industry experience includes employment at 1270 Broadway, Suite 609, where I am a production coordinator working with overseas suppliers and coordinating product development, production, and delivery with internal teams. My internship experience has helped me to develop skills in communicating with different types of customers and building trust and good relationships through effective communication with customers and internal teams. Excellent communication skills help me smoothly move orders forward and increase customer satisfaction, laying a solid foundation for long-term cooperation. In addition to my excellent organizational skills, I can effectively plan, schedule and manage workflows to ensure tasks are completed on time and to a high-quality standard. I also promote teamwork, making coordinating with internal teams and sharing information and resources easier.

I am confident in my web and social media skills as I can familiarize myself with the use of web and social media platforms to find more potential clients and understand their preferences from there. I also can be flexible in different work environments. I can adapt quickly to different situations and work requirements while at the same time increasing efficiency and stimulating innovation and improvement. Finally, I have excellent teamwork skills crucial to achieving common goals and increasing productivity. Through good teamwork skills, I can think with my team to solve and overcome problems quickly when faced with difficult situations.

I look forward to discussing my qualifications with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michelle Wu Feng', with a long horizontal flourish extending to the right.

Michelle Wu Feng