

December 4, 2024

Hiring Manager
AM Retail Group
600 5th Ave. New York, NY 10020

To Whom This May Concern,

I am writing to express my interest in the new position at Aritzia for product marketing. Currently, I am a senior at New York City College of Technology, City University of New York, where I am pursuing a degree in Business and Technology of Fashion with a focus on global retailing, contemporary luxury markets, e-commerce, and omnichannel strategies. I kindly ask that this letter be treated as *confidential*.

As part of my educational background, I completed 3 courses that provided an in-depth analysis of distribution channels and their customer service management across various stages. First, during my *visual merchandising (BUF 2203)* classes, I greatly improved my ability to express ideas visually and strategically. The experience allowed me to explore creative concepts and interact with a variety of target customers, allowing me to gain not just an eye for design but also the ability to adapt my visual messaging to varied retail environments. I learned the value of storytelling through displays, as well as the influence of color and structure on the consumer experience. I used these strategies in group projects and presentations to gain a better knowledge of how good visual merchandising can increase consumer engagement and sales.

Second, my course on *Gender, Dress, and Society (SBS 3201)* has given me an extensive understanding of social dynamics and identity representation, which I feel is critical for my position. This course increased my understanding of how clothing and fashion shape ideas of gender and identity in a variety of circumstances. I learned to examine cultural conventions and the effects of attire on social interactions, which improved my capacity to speak effectively with a variety of audiences. For example, I improved my critical thinking abilities through projects that investigated how cultural standards influence personal expression and working environments.

Third, in my *Product Development in the Fashion Industry (BUF 2400)* and *Contemporary Issues in the Fashion Industry (BUF 4700)* class, I gained skills in analyzing market trends and predicting consumer behaviors, along with key marketing concepts like customer analysis and campaign planning. Working on group projects to develop advertising strategies for real businesses enhanced my collaboration and communication skills while fostering a balance between creativity and data-driven decision-making. My social media course focused on creating engaging content and leveraging various platforms to connect with target audiences. I applied these skills during my internship by managing social media accounts and posting videos to

showcase our new season collections. This experience taught me the importance of analyzing engagement metrics and adapting strategies based on audience feedback.

Beyond my academic achievements, I have successfully developed engaging content that boosts brand awareness and fosters genuine connections with target audiences. My experience includes monitoring social media trends and analytics, allowing me to offer insights that enhance engagement and optimize campaigns. In my previous roles, I refined my skills in digital marketing, content creation, and community management. Additionally, I am proficient in graphic design tools like Canva, which enable me to create visually striking posts that resonate across various platforms.

During my time at Zara, I gained valuable experience in visual merchandising that enhanced my understanding of retail aesthetics and customer engagement. I collaborated with the merchandising team to create visually appealing displays that highlighted seasonal collections and promoted key products. In addition to creating an inviting shopping environment, I actively assisted customers in locating specific items and facilitated the ordering process for home delivery or in-store pickup. By analyzing customer behavior and sales data, I helped optimize product placement and layout, ensuring a seamless shopping experience. This role honed my skills in visual storytelling, attention to detail, and effective communication, all of which contributed to driving foot traffic and increasing sales in the store.

Sincerely,
Nelema Cona