

Date: 10/01/2022

FounderMade  
579 Broadway, Suit #4A,  
Broadway, New York, NY 10012

To Whom It May Concern:

I'm writing to express my interest in the position of marketing associates. I was made aware of this opportunity through the company's website, FounderMade, Headquarter New York, NY, which was posted on September 28th 2022, as I searched for Jobs in marketing associates that would allow me to utilize my training in marketing and managing all strategies to grow the company's audience including social media platforms and other creative ideas while continuing to grow as a professional.

For the past four years, I have been a student at the New York City College of Technology under the Business and Technology of Fashion major. I'm currently pursuing my bachelors degree in Business & Fashion of Technology and anticipating my graduation in January of 2023. While obtaining my bachelor's degree at New York City College of Technology I have taken several courses such as Visual Merchandising, Merchandising *Planning and Buying*, Trends Forecasting & Social Media and BUF 2246 *Textiles*. Taking these courses have allowed me to gain knowledge for marketing associates in business.

Taking Visual Merchandising has given me the skills to properly design a store. Visual Merchandising is a crucial talent to have while working in a retail business. From this course I've learned how to maximize store space in order to increase sales and this course also has taught me about store displays and where to put the current trendy pieces in the store.

While taking Trends Forecasting & Social Media, I learned about the fundamentals of predicting when trends would emerge and which celebrities and influencers to watch. This course has taught me the value of understanding what styles, materials, and colors are popular during each season.

In the Fundamentals of Marketing course I have learned about advertising, selling and distribution of goods, the Internet, World Wide Web and other electronic media.

I am currently an intern at a Premium Style retail store. As a visual merchandiser intern I'm now in charge of creating and designing displays that maximize impact. I also relocate equipment, design signage, arrange lighting, and collaborate with suppliers, all while keeping tight relationships at higher retail levels, such as negotiating rates or discussing marketing strategies. As a stylist I am researching current fashion trends and determining what consumers will like. I keep up to date with emerging fashion trends as well as general trends relating to fabrics, colors

and shapes. Working at Premium Style I have gained skills of knowing how to quickly choose alternative styles for stylists when we no longer have the pieces they have requested. I am in the know of current trends and trends to come due to being well-informed on what's currently going on in fashion. This allows me to bring amazing styling trends and techniques into FounderMade's marketing associates. This internship has allowed me to have experience with staying men and women and commerce shoots.

I have a fair amount of experience with social media. Many young people may be found online on platforms like Tiktok, Instagram, and Twitter. This is the audience you want to target, according to what I've learnt. They're technologically sophisticated, and with their access to the internet, they can quickly make anything trend.

I am an organized, motivated, and ambitious individual. I am keen to learn from the ground up and apply myself to any and all tasks assigned to me in order to improve myself in my workplace. I have excellent listening abilities, am versatile, and do well in fast-paced circumstances. I can work alone, prioritize large workloads, fulfill deadlines, adapt to new technologies, and interact with coworkers. I also know how to use Microsoft Word, Excel, Outlook, PowerPoint, and Fashion GPS.

I look forward to hearing from you shortly.

Sincerely,

Nargiza Rahmatilloeva

[nargiza.rahmatilloeva@mail.cunyfirst.edu](mailto:nargiza.rahmatilloeva@mail.cunyfirst.edu)

347-8362555

Nargiza:

Please correct address as it is incorrect.

There is no such place as Broadway, New York, NY

Broadway needs a street address which was corrected on lats cover letter....

Who is at 230 Ave Y? NO name there?

is the postion a marketing associate? No (S) as you cannot apply for more than 1 job  
write out 4 , one is not under a major, but within a major...redundant second senetnce -  
remove,,,,,after major which I am anticipating to graduate.....

make sure all BUF courses are written the same BUF number and then name...fix VM

EXplain how the course created opportunities for you to learn these skills, which assignments? what did you do? Must elaborate with your personal assignments and gain knowledge from the assignments to prove what you have learned....without an application...it does not mean much...

Paragraphs have 5-6 sentences

Your writing improves in the second half of your cover letter

# Marketing Associate

SAVE 



FounderMade  
New York, NY (+1 other)

[Apply on Glassdoor](#)

 8 days ago  Full-time

FounderMade is obsessed with the world's best consumer products in food, wellness, and beauty. Our mission is get the most innovative, inspiring consumer brands to the place they belong: in the hands of those who want them. We do this through helping consumers discover new brands that will improve their lives, empowering founders to bring their products to more people, and bringing retailers and distributors a curated selection of best-in-class brands through our tech platform and annual summits.

As our Marketing Associate, director level or VP to support our growing team. You'll work closely with our executive team to position FounderMade as the best place to discover new, innovative consumer brands, grow our consumer audience dramatically, and market our high-profile events.

We're are open to the seniority level for the right individual.

In this role, you will:

- You'll manage all strategies to grow FounderMade's audience, including social, search, email, referral campaigns influencer marketing, and other creative ideas we've never thought of yet.
- Be responsible for managing and marketing to our database, as well as working with external, paid media, and digital initiatives
- Managing database build