

March 19th, 2020

PR Consulting  
100 Wall Street, 24th Floor  
New York, New York 10005  
[Isen@prconsulting.net](mailto:Isen@prconsulting.net)

Dear Ishani Sen,

I'm a New York City college senior pursuing a Baccalaureate degree in Business and Technology of Fashion at New York City College of Technology, City University of New York (CUNY) looking to further build my publicity credentials within the space. I saw that you were actively seeking an account coordinator for your practice and I wanted to reach out to introduce myself as my background lines up with your job description. Additionally, I have experience in event planning as I previously interned at KCD Worldwide and managed multiple clients.

During my time at KCD Worldwide I was able to work with clients like Maison Margiela, MM6, American Dream, Anna Sui, Redemption, Fenty, Fenty X Savage, Mackage, Tory Burch, Balmain, and Givenchy. Throughout the five months I spent interning at KCD Worldwide I was able to form professional client relationships. One of my biggest clients was American Dream, the third largest mall in America valued at \$6 billion. While working alongside my colleague I created press releases for any new grand openings of American Dream's entertainment venues such as Aquarium, Big Snow, IT'SUGAR, Nickelodeon Theme Park and Dreamworks water park. Once our press releases have been sent to multiple media outlets I monitored and clipped any placements to send over to the client. Although placement monitoring can get out of hand sometimes the best way to maintain an organized environment was to utilize excel or a google spreadsheet.

As for other clients I worked on samples tracking while utilizing one of the greatest software invented, Fashion GPS, clipped any placements that featured or mentioned any of my clients, and spoke directly to stylists and directors for any samples they were requesting. For any events KCD hosted, I took care of seating charts, sending out invitations to guests, and directed photographers, guests and other media to their seats.

I as well managed administrative and office responsibilities and I am fluently bilingual in Spanish. I'm quite familiar with PR Consulting and the agency's work, and would love to discuss how I can be an asset to your team.

With Regards,

Olivia M. Elias Escalante