

March 17, 2022

1222 Kings Highway 2nd FL Brooklyn, New York, 11229

Dear Ms.Nizamhodejva:

I am contacting you to express my interest in the Marketing Internship opportunity with ZimaaN Hair Salon. The position was posted on Instagram on March 10, 2022, at 6:42 pm. I am a creative communicator who loves working in fast-paced environments. I have a solid understanding of marketing tactics and have demonstrated skills in marketing, advertising, social media, and event coordination. Collaborating with technical and non-technical personnel to plan and execute targeted projects in support of diverse marketing objectives. I obtained these skills while pursuing my baccalaureate degree in the Business of Fashion and Technology with specialization in Global Fashion at The New York City College of Technology within the City University of New York (CUNY). Having successfully completed courses in *Marketing Research*, *Direct and Interactive Marketing*, *Advertising* along with *Trend Forecasting and Social Media*.

In *Marketing Research* and *Marketing* courses, I gained knowledge in SWOT analysis and marketing forecasting. Along with working in a group setting to create target market analysis. Being able to conduct comparative research on the two leading brands of coffee in New York City, Starbucks, and Dunkin Donuts. In order to establish which one was more preferred by the masses.

Through *Advertising*, I completed a group project thoroughly pitching a hypothetical innovative product. While also learning advertising techniques used by companies in order to push sales of merchandise. The project's purpose was to pitch the product. Detailing methods of promotion, sales forecasting, focusing on a celebrity who could optimally represent the product and future goals for the company. Ending it with creating a flyer to advertise.

Trend Forecasting and Social Media helped sharpen my skills in referring back to history to predict upcoming styles and fashions. As we live in the day and age of social media there was a heavy focus on observing platforms such as Instagram and Twitter. To help keep track of high-end luxury brands such as Prada. While also tracing the impacts of such on more accessible companies such as H&M and Forever 21. Weekly reports were submitted on fashion articles determining the impacts of everyday events on fashion trends and cycles. Finishing off the course with a final project on the Little Black Dress using the VALS consumer profile. While also creating 12 designs on the trend forecasts.

In addition to being fluent in reading and writing in English, I am also verbally fluent in Urdu. With a working knowledge of Hindi and Punjabi. So far I have traveled to Pakistan in 2010 and 2014, London in 2017, and Canada a few times over the years. While also visiting Maryland in 2020 and Vermont in 2019. My goal is to explore various other regions and cultures to broaden my horizons. Which will help enhance benefits to the role of a marketer. I also enjoy networking as I am a very social person. Additionally, it helps expand my knowledge.

I have a solid comprehension of social media platforms including LinkedIn, Instagram, Snapchat, Tik Tok, Facebook, and Zoom. Along with Microsoft Word, Adobe, Microsoft Powerpoint, Openlab, and databases such as JSTOR and FashionSnoops. Working on exploring new technological platforms including but not limited to Flickr, Daum, and Naver. I am an extremely motivated and passionate hardworking individual. With the ability to easily communicate and work efficiently in both individual and group settings.

I look forward to hearing from you in regards to my credentials.

Sincerely,

Shaanzay Chaudhry

shaanzaychaudhry@hotmail.com

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