

March 1<sup>st</sup>, 2023

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To Whom It May Concern:

I am writing to express my interest in your open position for Social Media Coordinator at Tarte, which was posted on [BoFCareers.com](https://www.bofcareers.com) on May 4<sup>th</sup>, 2023 at 7:56pm. For the past four years, I have been working diligently towards my Bachelor of Science degree in Business & Technology of Fashion with a module emphasis in *Global Luxury Fashion* at New York City College of Technology, City University of New York (*CUNY*) Department of Business. I am a dedicated team player, prepared to work hard, create an impact and enjoy the process of a team environment.

In addition to my bachelor's degree, I have also maintained a luxury service business for the past four years, working closely with clientele and managing marketing operations independently. I have extensive experience in pulling and analyzing social media data in order to optimize future marketing performance. Daily tasks include scheduling monthly calendars, creating campaigns and maintaining daily insight data. My strong written & verbal skills will compliment a team environment perfectly. With precise time management skills, I believe I can optimize team communication to manage projects/campaigns across multiple platforms, even with large teams.

While completing my baccalaureate degree, I am currently enrolled in a course called *Internship* (BUF 4900). This course requires me to attend an internship, which I am currently working in Soho, New York, for a fashion public relations company, [Lindsey Media](https://www.lindseymedia.com). This internship course requires me to heed real-world experience and participate as well as utilize my learned skills in university in order to apply them to real life situations. At my internship, I am consistently working closely with my team's editor in order to create market pitches which are then forwarded to a publicist e-mail list. My coworkers and I are responsible for curating e-mail lists, sending out emails in mass volume, selecting candidates for our gifting e-mail lists, as well as coordinating with incoming stylists via e-mail in order to set up pulling appointments. In my coursework, I am required to reflect weekly on my internship and how the values and missions that our internships face us with overall help us adapt to the real-world work. In the classroom, other students and I have curated a weekly list of tasks which are completed at our internships, which also helps in staying organized and tracking our progress. This class helps me to gain real-world experience and work with a publicist team in order to handle daily e-mail operations. I believe that my experience in this internship course, reflecting on my mistakes as well as my solutions, will definitely help me in this position at Tory Burch.

Another applicable class that has helped me greatly was *International Retailing* (BUF 3300). In this class, I was able to learn more about key issues and policies that affect many fashion companies when dealing with the market internationally through knowledge in international trade theories (comparative, absolute and relative advantage theory) as well as basic international retailing knowledge such as identifications of tariffs, quotas, embargos, their specific types and their effects on a company's production. This course was able to put me in the perspective of the consumer from a global standpoint. For our final project, I spearheaded my group, delegating roles and responsibilities to complete our project. We were tasked with compiling a research report which provided the consumer spend information and research on the apparel and textile industry in a specific region of the world. We also created a presentation to summarize our work and understanding as well as our research skills (as per APA standard) to a moderately sized class. This project helped us gather reliable information, and understand in detail how retailers in other regions of the world work in their international retailing practices, their similarities and differences highlighted. I believe that this experience can help me understand Tory Burch as an international company. The final project helped me to understand and respect differences between trade policies in America, versus ones that I may encounter internationally. I believe this can help me with appropriate performance when it comes to international or diversified communications in the Tory Burch e-mail team, as well as understanding the company in an international retailing standpoint!

The last class that I feel equipped me with the appropriate skills for this job would be *Trend Forecasting and Social Media* (BUF 3100). In this class, I was taught trend analysis skills such as analysis of fibers, popular colors, and current fashion trends in addition to their impact to retail forecasting in a company's future goals and designs. This class taught us nonverbal analyzation of current trends, how to identify current and past trends, and how to utilize this information to predict future trends in the short term (two to five years) for our final project. My partner and I curated a 41-page report on women's pants, which was submitted to our City University writer/editor for publication. Our predictions for this project required us to make identifying past trends, describing the characteristics of said trend, as well as identifying and summarizing the diffusion process of the trend into the social system became our main concern for this class. I understand the trend diffusion curve, fashion cycles and how to interpret this information for future short term trend forecasting. These skills can help me greatly in my e-mail analysis responsibilities. Identifying trends is a very important skill for fashion innovators, this can also help Tory Burch identify the direction in which efforts should be put in order to yield the greatest results.

Although I may not be familiar with Tarte's current operations, my quick learning and adaptability can make the adjustment quick and seamless. With some training in google analytics, I believe I can become the perfect addition to your email marketing team! Please feel free to contact me at your leisure, looking forward to hearing from you!

*Sincerely,*

Shana Cromwell-R