



Simone Haylett
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Scott M. Mills
President
Black Entertainment Television
1515 Broadway, 53rd Floor
New York, NY 10036

Dear Mr. Mills,

I want to thank you for taking the time to read my letter and I hope it finds you well. My name is Simone Haylett and I am a senior at New York City College of Technology majoring in Communication Design with a concentration in Advertising. It is my aspiration to apply for a position with your company but I was afraid that my application may not reach you due to my unique background.

Starting from the beginning, I've been watching BET all my life growing up, and even as a child in the mix of cartoons, it was the only channel on tv that featured actors and actresses that looked like me. Shows like Fresh Prince of Bel-Air, Moesha, The Parkers, Martin and many more are the factors responsible for making me who I am today. These shows were wholesome and relatable making me laugh, cry and every emotion in between. Although I love the classics I am always excited to turn on my tv and dive into new captivating storylines, complex characters, shocking drama and light-hearted comedy. It's my home away from home and yet an entirely new reality altogether and I couldn't imagine my life without it.

Going into my personal history, I was born and raised in Brooklyn, NY transferring to William E. Grady Career and Technical Education High School in my sophomore year. The thing that brought me to the school originally was the media program because I always had an interest in storytelling and writing. Unfortunately, that year New York was hit by Hurricane Sandy and my school was in the Brighton Beach area a few blocks away from the beach. Our media room was in the basement and we lost all the classwork and media equipment. The following year, the media teacher left the school completely and to fill the gap I was given culinary and drafting. Although this was an unexpected turn of events, the classes were an interesting combination and gave me more of a diverse skillset. By my senior year, I was ranked third in the school and continued to excel as a writer so naturally, when I graduated I wanted to become a journalist.

When I got into college everything changed, I was going through my first semester as a Professional and Technical Writing Major and I just felt unfulfilled because it wasn't the right fit

and I was running out of options. Then one day I was in my editing class and my professor introduced a new project. The assignment was to edit the catalog and develop a brochure for incoming students. I was looking through the different departments and majors and I came across Communication Design, reading through the curriculum description I became interested and went to the department to learn more. At the end of the semester, I decided to change to take the chance and change my major to Communication Design.

Since then I've learned technical skills from my professors and classmates including Adobe Photoshop, Lightroom, InDesign, and other programs in the Adobe Suite. I've also perfected my other skills like public speaking, idea-generating, creative brief writing, and research. Since I am the first in my family to pursue this career and I have no connections to help me navigate the business, so I am asking you to provide me with guidance. In return for your guidance, I promise that if I make it through the hiring process, you will have my life-long gratitude and I will strive to be your best employee. Thank you again for allowing me to tell my story and hopefully, in the future you will allow me to tell many more.

Sincerely,

Simone Haylett
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