

Sheila Rodriguez

March 17, 2022

To Whom It May Concern,

My name is Sheila Rodriguez, and I am pleased to be applying for the Social Media Internship at Flower Bomb Media. I was very interested when I came across this opening on Chegg's internship website on March 20, 2022. I've obtained hands on experience by volunteering during New York Fashion Week during the month of February 2022 as well as working at a luxury fashion showroom for designer Bibhu Mohapatra. Working at both places has contributed to the expansion of my collaboration skills as well as my attention to details. Working on projects from different classes, I've gained experience on creating graphic designs as well as conducting research using different databases. My skills in video creation and editing have also expanded by creating TikTok videos on my personal social media account. All of this has allowed for my skills in collaboration to strengthen as well as my leadership, attention to detail, and graphic design skills.

I am a senior at the New York City College of Technology at the City University of New York about to obtain my bachelor's degree in the Technology and Business of Fashion by Spring of 2022 specializing in a global fashion module. Although I've taken different fashion courses, I have also taken classes focused on international trade, marketing, advertising, and art history. I've spent most of my time working with other students on projects that involved the use and understanding of marketing, fashion forecasting, advertising, product development, international trade, marketing research and other related courses. In the advertising course, we developed an advertising campaign for Marc Jacobs fragrances in top cities where the desired target markets live like New York City, California, and Chicago among others. We created graphic designs for billboards, public transportation posters, magazine advertisements and social media posts as well as came up with different sales promotion events to reach new customers. All sorts of media were considered including the use of television for commercials as well as radio syndication. This project contributed and strengthened my skills in working as a team by developing and listening to different ideas as well as my graphic design skills.

In fashion forecasting, we looked back at the history of a trend, specifically leather jackets to forecast an upcoming trend for leather jackets for the year of 2023. We conducted research that included looking at previous runway shows on credited sites like Vogue Runway, researched different textiles designers have used in previous collections, as well as the color and silhouettes. The project consisted of plenty of research on leather jacket history as well as organization to come up with an accurate forecast. Working on this project added to my leadership skills, due to

taking on the role of making sure everyone contributed and expressed their ideas for accurate results as well as checking on accuracy of historical research.

During my free time as well as my time during school I've gained experience in the use of different databases like Fashion Snoops as well as expanded my knowledge in the use of technology. Some of the main forms of technology I use often include Microsoft Office 356,

zoom video and slack for business communication. I've also used sites like OpenLab where I've displayed different forms of work including a project, I've done for my international retailing course. Social media applications I gained strong understanding for include LinkedIn, Instagram, Facebook, Pinterest and TikTok. Due to posting on these social outlets I've learned how to read into analytics to figure out who my audience is as well as the demographics and best posting times. I've also taken a fashion workshop provided by Endeavor in collaboration with the International Management Group (IMG) in where it involved video calls with models, fashion designers, industry leaders and fashion professionals. This workshop contributed to my knowledge in what it is like to work in the fashion, marketing, and entertainment industries by giving me insight and tools to help me enter these industries. Some of the languages I can speak, read, and write in fluently are Spanish and English. Lately, during my free time I've been learning French and increasing my understanding and speaking of the language.

With the amount of information that I have gained in both my classes, internships, workshops, and volunteer opportunities I feel like I have not only learned new information but also expanded my knowledge and strengthened my skills. Working in class projects individually and with my classmates, I have not only learned what it is to take on a leadership role but was also able to strengthen my collaboration skills by being part of a team. Working New York Fashion Week has also contributed to my collaboration skills. Developing my graphic design skills is also something that I was able to do by working on these projects but also during my free time. For these reasons, I believe I can bring in my skills to this Social Media Internship at Flower Bomb Media to not only add on to my knowledge and skills but also to be able to put them into work at the company as well as contribute to the success of the company. I look forward to hearing from you about discussing my skills and my possible contribution to your company.

All the best, Sheila Rodriguez

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