

September 28, 2023

Kristine Papane
DOORS NYC
426 W Broadway
New York, NY, 10012

Dear Kristine Papane:

I am writing to express my interest in the position of Business Development and Marketing Internship at DOORS NYC, which was posted on August 20, 2023, on the Handshake app. For the past four years, I have been working to obtain my bachelor's degree at the New York City College of Technology, City University New York (CUNY). I have taken classes such as marketing research, visual merchandising, and brand image marketing. I actively collaborated with colleagues throughout my academic journey on various marketing projects. I have taken courses such as *MKT1210: Marketing Research*, *BUF3100: Trend Forecasting and Social Media*, and *BUF3500: Brand Image Marketing*. Specifically, I have gained experience in tasks such as press releases and executing marketing strategies. These experiences were acquired while pursuing my degree in the Department of Business within the Business and Technology of Fashion program.

In *MKT1210: Marketing Research* course, I have gained an understanding of marketing research and how qualitative data is used as a research method. Learning various marketing research techniques such as surveys, questionnaires, use of secondary data, sampling design, and data collection have all contributed to my knowledge of consumer behavior. These methods have significantly expanded my understanding of consumer behavior. A group project was assigned to the class to research and develop an effective marketing strategy for consumers to make smart marketing choices. By creating an effective research plan my group and I created primary data such as questionnaires to obtain information on what brand of soap consumers buy. By creating an effective research plan, my group and I were able to gather data that was a valuable resource for our project.

In *BUF3500: Brand Image Marketing*, I was able to learn the reason behind brand labels, brand names, and brand logos. The main aim of this course was to understand how brand identities are built, why some are easier for people to get, and how this affects what people choose to buy. During this course, I gained knowledge on various aspects of brand management, including how to create and maintain a brand's identity, the importance of visual elements in branding, and how these elements influence consumer choices and perceptions. The skills skills I have gained from

the course can be applied in various roles where branding, visual communication, and consumer behavior play a significant role.

In *BUF3100: Trend Forecasting & Social Media*, I was able to study current trends and styles that are significant within the fashion industry. The course mainly looked at things such as color, fabric, clothing shapes, and textures. An important part of this course was the Trend Forecasting group project. In this project, students were tasked with creating a two-year fashion forecast for a major fashion company. Each group was responsible for studying a specific type of garment, such as trench coats or dresses, and analyzing trends in men's, women's, or children's clothing categories. The project included mood boards, simple sketches, and specific details about clothes. Each group member was assigned a different role, such as researching upcoming color trends, for which we utilized resources like Coloro.com. As a result, I developed a skill for the world of fashion, gained knowledge in trend analysis, and learned to use digital resources effectively. The skills I learned in this course will be helpful in my future work in the fashion and design industry.

In my previous job experience, I was a coordinator for Max Construction Corporation NYC. While working as a coordinator I was responsible for various tasks to ensure effective communication and organization. In the company I closely monitored and screened calls, addressing comments, concerns, and questions related to the services offered. Additionally, I provided translation assistance to ensure clear understanding between laborers and clients, with any language barriers. I played a key role in managing work schedules and meetings, where I explained upcoming projects, work assignments, and post-project evaluations. To maintain efficient project management, I utilized Excel to create spreadsheets for tracking and budgeting materials for both current and future projects. Lastly, I had the responsibility of creating invoices for potential and current clients, ensuring the smooth financial aspect of our projects. These tasks have allowed me to expand my practical skills, and my ability to thrive in fast-paced work environments allowing me to challenge myself.

Currently, I am an intern at DOORS NYC as a *Business Development and Marketing Intern*. My role at DOORS NYC concept store included various responsibilities. One task that I am responsible for is identifying and approaching potential talented designers to become part of our creative team. Additionally, I did thorough research to explore potential partnership and collaboration opportunities with fashion labs, incubators, and sponsors. I am also involved in marketing and public relations, where I make valuable contributions to the creation of press releases and newsletters and actively participate in online media postings. I am also part of a collaborative team, where new ideas are brainstormed, and events are created to drive our marketing and communications strategies forward. These responsibilities have expanded my understanding of the fashion industry and provided hands-on experience in marketing and creative collaboration.