

May 7, 2023

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Dear To Whom It May Concern:

I am writing this to express my position in becoming a public relations account coordinator for the Creative Media Marketing Agency which was posted on indeed.com on May 5, 2023, at 1:00 pm. I am a four-year, diligent college student working towards my Bachelor of Science degree in Business and Technology of Fashion with an emphasis on *Global Fashion* and currently attending New York City College of Technology, City University of New York (CUNY). During my degree studies, I took courses BUF 2246 *Textiles*, BUF 3100 *Trend Forecasting and Social Media*, and BUF 3300 *International Retailing*. Given these requirements, I am certain that I have the necessary skills to do the job adaptability and perform above expectations successfully.

During the course of my academic career, I managed to accrue nearly four (4) years of full-time work experience at Burlington. I had the privilege of working at Burlington in an associate role in my free time where I learned valuable professional skills. I am able to provide satisfactory and effective customer service. Some other valuable professional skills that I learned are strategic business planning and procedure standardization. In both my academic and professional life, I have been consistently praised as hard-working by my professors and peers. Whether working on academic, extracurricular, or professional projects. Given these requirements, I am certain that I have the necessary skills to do the job adaptability and perform above expectations successfully.

During the BUF 2246 *Textiles* course, I learned to understand different textile types. I learned the basic knowledge of yarns, fiber, cloth construction, and embellishments to determine the appropriate fabric choices. In doing so I participated in weekly iTextiles labs that enhanced my understanding of identifying different fabrics. Throughout this course, I was able to interpret the current textile laws, regulations, and their relationship to the industry. Upon completion of the course, I was able to compile a comprehensive textile swatch book that will assist me in understanding every type of fabric.

During the BUF 3100 *Trend Forecasting and Social Media*, I learned the overview and analysis of current color, fiber, and fashion trends. I grasped the impact of sales forecasting and how it is conducted. Throughout the course, I created my own two-year short-term Fashion Forecast for a

major fashion forecasting industry. I worked in a group where my classmates and I conducted research on the trend pertaining to women's business suits and created a five page trend report to explain how they are influencing the global market. During the project, my classmates and I created our own trend forecasting agency where we stated the consumer profile, six trends, history of the trends, and history of the trend. This course taught me how to conduct in-depth research on trends and how to predict the trends to come.

During the course of BUF 3300 *International Retailing*, I learned a comprehensive view of retailing and the application of marketing concepts in practical retail environments. I learned about the various ways to market local textile and apparel brands. I also learned how to implement critical thinking and creativity to help solve issues in retailing. By the end of the course, I participated in a group project where my classmates and I created our own website for our own international brand. This course taught me creative ways to market products and how to all around sell products.

I am also currently a digital marketing intern for the job-matching platform called RippleMatch. I am designing student expansion strategies and helping grow their user base. I work with their internal team and learn business development, marketing, and consumer behavior strategies to help grow the business. This is an online internship where I am networking virtually with other interns across the country. Being a RippleMatch digital marketing intern is making me familiar with and able to complete every task that you ask of me.

In addition to being a full-time student, full-time worker, and marketing intern I'm a part of an Honors Society. The National Society of Leadership and Success (NSLS) has a step-by-step accredited program for members to build their leadership skills. I have my certification in leadership training. My leadership certification shows that I can develop a plan to accomplish goals and work toward them. As a member of NSLS, I have also taken one on one professional communication training. With these skills, I know that I will be able to handle the responsibilities associated with the role and perform them confidently.

During my free time, I am a model and social media influencer. I schedule my own content, manage my platforms, and negotiate deals with various businesses. I have to make sure that I am taking care of myself and going to casting calls. I also edit my own content on apps like Canva and iMovie. While doing so I have to engage with my audience and listen to their feedback. Being a social media influencer taught me how to use Hootsuite, Canva, and Excel. I apply proven effective communication, creativity, and teamwork skills, which I hope to leverage into the public relations account coordinato role at your company.

After reviewing my resume. I hope you will agree that am the type of component and

competitive candidate you are looking for. I look forward to elaborating on how my specific skills and abilities will benefit your organization, Please contact me via email at [taniamcdonald12@gmail.com](mailto:taniamcdonald12@gmail.com) to arrange a convenient meeting time.

I look forward to hearing from you soon.

Sincerely,  
Tania McDonald