

May 1st, 2023

Address to Whom you are writing:

185 Madison Ave, Unit 1704

New York, NY 10016

To whom this may concern,

I am writing to express my interest to be a part of Jonathan Y Design as the E-commerce Associate that was posted on Handshake on Saturday March 11<sup>th</sup>, 2022 at 6:00pm. I'm currently a full time student at New York City College of Technology with a 3.0 GPA and made Dean's list twice at this school. I worked full time at multiple locations while also attending college as a Key Holder/Lead. I am pursuing a Bachelor's degree in Business and Technology in Fashion and my graduation is scheduled for June 2023. While obtaining my bachelor's degree, I have taken course that can apply to this position such as Trend Forecasting and Social Media, Visual Merchandising, and Merchandising Planning and Buying.

Taking Trend Forecasting and Social Media, I have gained the skills of effective industry research and have been able to analyze my findings while constructing visuals and communicating them to a team. This course taught me what to look for in terms of future trends such as what celebrities and influencers are wearing, and what colors and fabrics are rotating in and out of seasons.

While taking Visual Merchandising, I learned how to design and execute a store set up based on paper layouts along with the brand personality of the company. I also learned how to apply this to a retail store and was able to efficiently use the space to showcase the merchandise.

Lastly, while taking Merchandising Planning and Buying, I gained the skills of researching and analyzing research in a specific market. I also learned how to approach companies and inquire about the merchandise they are selling. I learned how present to

what the plan for obtaining and selling the merchandise to the team so that I can receive input and guidance on next steps.

I have been working related fields for 5 years and gained the skills of Microsoft Excel, Power point, Adobe Illustrator and photoshop. I have also taken marketing, design, visual merchandising, forecasting, and accounting classes that gave me skills to apply in my career. I know how to conduct research and analyze on my findings into a visual and communicate my findings to a team. I also have experience on managing a team as I was a manager in my previous work history. This makes me a good candidate because I am adaptable and can apply these skills to effectively get the job done. This is where I can see myself growing in my career.