

May 7, 2023

Chanel's hiring manager
130 Bedford Ave
Brooklyn, NY 11249

To Whom It May Concern,

I am writing to express my interest in the position of Fragrance and Beauty advisor at 130 Bedford Ave Brooklyn, NY 11249, which was posted on [ZipRecruiter.com](https://www.ziprecruiter.com) on March 29th, 2023. For the past four years, I have been working toward a baccalaureate degree in Business & Technology of Fashion with a module emphasis on *Global Luxury of Fashion* at New York City College of Technology, City University of New York (CUNY) Department of Business. I have taken courses in *BUF 4900 internship*, *BUF 4700 Contemporary issues in the Fashion Industry*, *BUF 4300 Global Sourcing*, *MKT 2300 Direct and Interactive Marketing*, along with many other retail and marketing courses. In addition to my studies, I operate my own online beauty business for three years now, I am well versed in what it takes to satisfy the demands of various audiences. Additionally, I work a part time retail job where I operate in a fast-paced environment and employ extensive product knowledge to help navigate the customer through the buying process while providing a superb experience. I think I would be the best fit for the position of Fragrance and Beauty advisor given the requirements listed in your job posting, which include extensive product knowledge, customer focused, ability to work in a highly collaborative environment and willingness to grow. I have both applicable coursework, expertise and drive to help me succeed in the Fragrance and Beauty Advisor position.

I am currently taking a *BUF 4900 Internship course* where I am learning how to network in the job market and develop and retain professional connections in the process. In addition to being enrolled in this course, I am a marketing intern at Ripple Match where I am applying my classroom learning into practice. As a marketing intern for Ripple Match my responsibilities include increasing the user base and awareness on campus by using a variety of growth techniques and tools, such as social media, email marketing, presentations, peer and faculty networking. In addition, I strategically evaluate performance and growth measures to enhance improvements and promote the development of new growth initiative. This intern position gives me a practical experience promoting a brand that I can use for the Fragrance and Beauty advisor position to help expand the company. Through this internship course, I am learning how to stay positive and connect with the resources within the job to help me succeed in my position. My current internship and internship course will both support me in my role as a beauty advisor.

In addition, I am currently taking a course in *BUF 4300 Global Sourcing and International Trade Policy*, where I am learning a variety of things such as the connections between domestic and global fashion markets and how important they are to the fashion industry as well as the fundamental characteristics of the global market environment. In addition, I am learning about the current state of global apparel retailing, and the opportunities and challenges of global sourcing. In this class, I completed an international palette, multi-sensory food critique project

where I used my five senses of taste, touch, sight, smell and sound to describe cultural distinctions from which I am unaccustomed in contrast to All- American restaurants. This experience allowed me to recognize and respect the qualities of varied cultural forces, identify and appreciate the qualities of a diverse workforce and understand consumers in the world market. This course will allow me to be successful as a beauty and fragrance advisor as it would allow me to understand why a business functions the way it does as well as help me to market effectively to different cultures around the world.

Lastly, I took a course in *MKT 2300 Directive and Interactive Marketing*. This course provided me a comprehension of key internet and direct marketing tools such as online branding, video marketing and display advertising. Also, it provided me an understanding of lead generation strategies including email marketing, search marketing, and social media marketing to foster consumer and business relationships as well as the function of internet/direct marketing in worldwide commerce and global competition. Overall, I learned the process of developing direct and internet marketing including lead generation and conversion, customer relationship development and retention marketing etc. As part of this course, my group and I had to complete a project where we had to create a marketing strategy for a company that had experienced a loss of income. We researched the company's history and performed a Strengths, Weaknesses, Opportunity and Threat (SWOT) analysis to develop a plan to boost sales, brand awareness, market share, and marketing tactics. I was in charge of tying marketing tactics to the SWOT analysis. Social Media marketing played an important role in increasing revenue because a large number of people can be reached online and content drives sales. This made me very aware of how crucial social media marketing is to engage and retain customers as well as personal selling which leads to revenue growth.

In my prior position as a sales associate at Fleet Feet, I developed strong communication abilities, adaptability, and marketing expertise. In my prior position, I assisted customers through the purchasing process by imparting in depth product expertise. In addition, I provided assistance to a variety of customers, each of whom had specific requirements that required me to adapt my strategy and sales pitch. This would be helpful in marketing because consumers taste, preferences and market conditions constantly change. I could effectively address unexpected problems as they appear to add to the future success of the company. Finally, I worked closely with managers and assisted in handling social media communication channels for new items, events and sales to raise awareness and boost traffic. We collaborated to come up with ideas, create engaging post as well as to schedule content for social media sites like Instagram and Facebook. In addition, we conducted data analysis for future marketing campaigns. As a marketer for your business, I can use my strong communication skills, creativity, direct selling and social media marketing expertise to spread brand awareness and engage audience to influence the sales and conversion rates, as well as evaluate data for future growth.

I have a track record of providing a superb experience to customers as I am customer focused. I am experienced in managing social media accounts including Instagram and Facebook as well as creating content calendars. In addition, I am capable of coming up with creative original content ideas. I can conduct market research and analysis to optimize future social media efforts. Using

my strong communication, creative and writing ability to interact with present customers and search for new prospects, I can support in raising the brand awareness in the most effective manners. I am eager to learn new things so that I can thrive in all that I do.

I have applicable expertise and background knowledge in marketing. I am diligent in my work and a team player. I can effectively work in teams and alone to provide insightful contributions as well as design and execute events that promotes the brand. I am also very organized. I always provide my best effort and I am quite enthusiastic. I can significantly contribute to the growth of the company.

I look forward to discussing my qualifications with you.

Sincerely,
Tyshae Greene