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Planet i

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Eric Steginksy:

I am writing to express my interest in the position of social media intern in the Fashion Marketing Department which was posted on Handshake on August 12, 2023. For the past five years, I have been able to hone my skills at the New York City of Technology, City University of New York (CUNY). I took courses in Trend Forecasting, Visual merchandising, and Product development in the fashion industry, and many other fashion business-related materials. I am confident that this would allow me to flourish in this position and obtain further advancement in the company. I have experience in analyzing fashion trends in markets, reviewing 6-month statement sales data, proper use of lighting, professional techniques, the importance of color, music, lighting on consumer behavior, scamper/ bell methodologies, and researching skills based on the product/demographic from the courses that I’ve taken in the duration of my educational experience at the New York City College of Technology.

In my *BUF 3100: Trend Forecasting and Social* Media course, My project was titled “ Nicholson and Waldron Trend Forecasting” which was a made-believe trend forecasting company my teammate and I studied trends that could be translated into the research market and how they would allow me to predict what will become popular for the next season. This course has allowed me to be able to hone my skills in the areas of analyzing trends that could be useful in being able to allocate what will be in season currently. I honed my skills in analyzing current/ future colors and identifying fiber, as well as fashion trends and how they could interchange with sales forecasting, which is an essential component of how they relate to one another in the apparel industry. More specifically I learned how to forecast silhouettes and textures, and how to incorporate those findings into the forecast of what would be best for the upcoming collection. Methods in which I learned were mood boards and flat sketches. While enrolled in this course, my teammate and I collaborated on a project on trend forecasting where we forecasted men's jackets for the fall/ winter season of 2024. I obtained the significance of understanding and applying the theories of trickling–up. The trickle-down theory required me to use the diffusion of innovation theory. Also, my teammate and I were required to understand the history of the silhouette and create croquis which is an essential part of visually showcasing the projected collection for customers and designers to understand what the clothing would look like. Just as the visual aspect is just as important as the marketing component it is key to understanding how understanding both sides of the industries of fashion go hand in hand.

In my *BUF 2203: Visual* *Merchandising* course, my assignment was Valerie Waldron’s Visual Merchandising project which encompassed various visual methods of how I presented a store window in a retail environment. Those methods include lighting, special effects, fixtures, and product placement in the form of visual communication, which entails how to convince a message of what the retail brand is trying to influence the consumer to shop at their store whether it is a storefront or its online presence. This course has allowed me to broaden my knowledge how the psychological effects, the color, and the consumer understanding, how harmony, texture, line composition, and lighting, have an important effect on the consumer. The elements of design described above all contribute to the visual display of styling. To put these methods into practice, I had to choose a storefront and evaluate how the elements of design were used in visual merchandising. I found that the elements of design were useful and essential in being able to effectively advertise visually to the customer. Also, I learned that every storefront is unique and that every store has an intended audience it is crucial to know this because it’s important to understand how to sell your merchandise whether it is online or a storefront.

In my *BUF 2400: Product Development in the Fashion Industry* course, I developed how to conduct research and understand the fashion industry from product development from concept to consumer. In other words, I understand how trend cycles, consumer behavior, and social, political, and economic influences contribute to the trend development of the fashion industry. Articulating how the strategic planning processes are utilized in the process of merchandise plans for business usage. Also, I understood how the manufacturing process, is utilized in sizing and measurement specifications are all tied into what you are looking for in the job posting. This course included a lot of business planning, and how these decisions are made a different levels of an organization with a focus on business planning strategic plans in merchandise planning. When it comes to the apparel product development process, there are some responsibilities of marketing merchandising, supply management, and information, technology, and finance that are important steps to understand how to manage a firm in which case I learned how to manage. As you pointed out, in the Job posting you mentioned how you are a small business; I can assess mass production processes and implement those strategies into developing individual apparel collections like yourself.

My internship at Planet i is a Retail expansion internship which has many similarities to the job position as a social media intern. Currently, I assist in curating and scheduling social media postings for content on Instagram, and Facebook. I have collaborated with the creative team to produce visually appealing images and videos. I have monitored social media channels and responded to customer inquiries through direct messaging in a timely manner. I have created social media advertising skills to achieve human traffic to the website and Instagram. Assisted in influencer, outreach, and sales to expansion, utilizing effective communication skills with other potential stockists. Since this position was at a small business. I was able to wear multiple hats and take the opportunity to learn how to manage workload and pressure since I was working alongside the CEO of a fashion sunglasses company. So, I got to work with the creative director, learn other roles within the company, and utilize the connections I was able to make with my time there at the firm.

My past employment was in the film/TV industry where I held the role of a production assistant in which I was able to dabble in different environments and create different connections within the industry. I got to hone my skills in strong entrepreneurial, and leadership, and develop my organizational skills since I was at times in charge of money. So, having effective trustworthy communications skills I was able to uphold my reputation where I was able to Guide and secure groups of people to and from set. I was responsible for data entry work like preparing release forms for the cast to sign nonnegotiable forms. Also, I have experience in booking people and being responsible for transporting expensive equipment from the set and back to the rental house. I had the opportunity to delegate responsibilities as well as train people on their roles and how to do them.