

March 7, 2024

The Tailory New York  
511 Canal Street  
New York City, New York 10013

To Whom It May Concern:

I am writing to express my interest in the position for a full-time social media specialist for The Tailory New York which has been posted on Handshake 7 months ago. I have been pursuing a baccalaureate degree in Business and Technology of Fashion at New York City College of Technology, City University of New York (CUNY). I have taken fashion courses that will align with the responsibilities required for this position such as *Advertising, Essentials of Marketing, and Trend Forecasting and Social Media*. I also have experience with social media platforms, editing websites, photoshoots, and running errands in the garment district.

Upon taking the *Essentials of Marketing* course, I learned about contemporary marketing philosophies that one could use in advertising, selling, and distribution of goods. These practices could then be used on social media, company websites, and stores. The marketing mix, target markets, the strategic planning process, and environmental scanning and analysis were some of the key concepts learned in the course. Throughout the course I was able to learn more specifically on how organizations analyze and identify target markets.

In taking the *Trend Forecasting & Social Media* course, I learned how to forecast future trends in fabric, silhouettes, textures and colors. While studying the history of fashion and its past trends, and by using fashion databases, such as FashionSnoops, consumer research could be performed. I learned how current events, social media, and mood boards could assist in the forecasting. As a final project, I created a one-year forecast of upcoming fashion trends that would also include silhouettes, textures and colors.

The *Advertising* course helped me learn skills in sales promotion, public relations and personal selling. The course also provided me information on the analysis of broadcast and print media, the role of public relations, and how to examine the different types of advertising techniques used. Some of the other course objectives were to dictate where advertising belongs in the marketing mix, and how it could be implemented towards marketing products and/or services of corporations. The course also provided students information on how to examine the uses of the Promotional Mix.

I believe with the professional skills I have learned through my courses and as a social media intern at New York Embroidery Studio, I would make an exceptional addition to the team at The Tailory. I've had responsibilities to evaluate market insights for social media, apply quality and trending content to our platforms to generate a drive in engagement, and to also manage posts that are uploaded on Instagram, TikTok, Pinterest and blogs on the company website.

I look forward to discussing the position and my qualifications with you in more detail soon.

Best regards,

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