

May 7, 2023

Amorepacific US, Inc.  
1407 Broadway, New York, NY 10018

To Whom It May Concern:

I am writing to express my interest in the position in Social Media Intern (Full Time) at Amorepacific which was posted on LinkedIn.com on April 15, 2023. For the past four years I have been working on obtaining my Bachelor of Science in Business and Technology of Fashion with a module emphasis in *Global Fashion and Luxury* in the New York City College of Technology, City University of New York (CUNY) in the Department of Business, located in Brooklyn. During my academic years, I maintained a GPA of 3.3 and was consistently on the dean's list. This demonstrates my ability to balance my academic responsibilities with extracurricular activities, while maintaining a high level of academic performance. Additionally, while obtaining my baccalaureate degree I have been working part-time as an assistant manager in My Pie Pizzeria in where I am assisting the general manager in organizing, planning, and implementing a strategy, evaluate that company guidelines are followed, also assisting in making the schedule.

I have developed a strong foundation in marketing strategies, managing all marketing initiatives, and utilizing social media platforms to grow a company's audience. I have taken several courses that have helped me to develop the skills necessary for a marketing associate, including Visual Merchandising, Merchandising Planning and Buying, Trends Forecasting and Social Media, Contemporary Issues in the Fashion Industry, in which I learned about the skincare and beauty industry, and Textiles. These courses have given me the ability to analyze market trends and develop creative marketing campaigns that can capture the attention of a target audience.

While taking BUF 4700 *Contemporary Issues in the Fashion Industry*, a senior-level class where I learned about the challenges that designers, merchandisers, product developers, and consumers face in creating, wearing, and discarding fashion. This course emphasized topics such as sustainability, globalization, and ethics, which I believe are essential to creating a more responsible and inclusive fashion industry. Through my coursework, I gained valuable insights into the complexities of the fashion industry and developed a deep appreciation for the importance of sustainable and ethical practices. Additionally in this program one of the assignments I completed was a research paper on dermatologists in social media. This project allowed me to develop my research and analytical skills, as well as gain a deeper understanding of how social media is changing the beauty industry. In addition, I had the opportunity to explore critical arguments about beauty and advanced technology, fermented beauty, and participate in discussions about how the beauty industry has evolved over time.

Taking BUF 3100 *Trend Forecasting and Social Media*, this course focused on how to forecast future trends in color, fabric, silhouettes, and textures and how to incorporate these findings into a specific trend forecast and correlating merchandising plan inclusive of mood boards, flat sketches, and spec details. One of the most valuable parts of this course was the opportunity to create a short-term (two-year) trend report for a major fashion forecasting company. This

assignment required extensive research, careful analysis, and creative problem-solving. Through this experience, I developed my critical thinking and project management skills, and learned how to effectively communicate my ideas in a clear and concise manner.

I also took BUF 2400 *Product Development in the Fashion Industry*, through this course I learned on how research is conducted in the fashion industry and how it is ultimately reflected in garment design. Throughout the course, we discussed trend cycles, consumer behavior, and social, political, and economic influences on trend development. I was able to excel in the course by completing various assignments, including a major project where I created my own brand. During this project, I had to conduct thorough research to identify major fashion trends while keeping my target market's preferences in mind. I also analyzed comparable product offerings at higher price points and determined changes needed to adapt my product to the market. I evaluated fabric for performance specifications, discussed construction specifications, determined the cost of the apparel product, and established a quality control process for the fabric and final product/line. Lastly, I developed methods for merchandising the new private label apparel product/line.

In addition, I am currently interning as a Public Relations Coordinator, where I am learning about various technologies such as utilizing social media platforms to create engaging content and analyze audience behavior. This experience has allowed me to develop my organizational and communication skills, and to work collaboratively in a team environment. It has also given me the opportunity to be proactive, organized, detail-oriented, professional, and have a positive attitude. My responsibilities as a Public Relations Coordinator include maintaining press/media lists, putting together press packages, press kit development and marketing, managing & tracking press samples, managing social media accounts, market brand research and outreach, and brand research. Additionally, this internship has given me the opportunity to participate in fashion shows, work with artists and fashion designers, interact with the audience and models. Furthermore, in my current part-time job as an Assistant Manager, I am gaining valuable experience in understanding and learning how a business is managed. I verify employee schedules and ensure new hires understand their roles and duties. Also, I handle phone calls regarding complaints and questions about orders or further escalations regarding services or products.

As a multicultural person, I have had the privilege of living and experiencing different cultures. Growing up in Venezuela, Spanish is my native language, and I am fluent in it. Additionally, I had the opportunity to live in Guangzhou, China, for six (6) months, where I developed an intermediate level of Mandarin and Cantonese. My multicultural background has allowed me to understand and appreciate the nuances of different cultures, which I believe would be an asset in any team. Moreover, I have experience in social media marketing, including Facebook, Instagram, TikTok, Twitter, and YouTube. I am an avid creator of content, and I regularly share posts on my social media platforms. I am aware of the importance of social media marketing in today's world and how it can help to target audiences and follow trends. I am confident that my experience and knowledge in social media marketing would be beneficial to your team.

I am a highly driven and detail-oriented individual. My adventurous spirit and ambition drive me to always strive for excellence and continuously improve myself. I am an autonomous worker

who takes initiative and enjoys taking on new challenges. My charismatic personality allows me to effectively communicate and build strong relationships with colleagues and clients alike. With my strong analytical and communication skills, I am confident that I can effectively handle multiple priorities in a fast-paced environment. I have developed excellent organizational skills through my current industry experience, and I am able to efficiently manage my time to meet deadlines.

In addition to my professional skills, I have strong computer skills with proficiency in Excel, Word, and PowerPoint. I am highly detail-oriented, ensuring that all work is accurate and completed to a high standard. Furthermore, my passion for luxury goods and the beauty industry, specifically the skincare industry, makes me highly motivated to work for *Amorepacific*. I am eager to contribute my skills and knowledge to help the company succeed and grow.

Thank you for considering my application. I look forward to the opportunity to discuss my candidacy further.

Sincerely,

Yessica He

[Yesshw96@gmail.com](mailto:Yesshw96@gmail.com)

+1 786-302-3639