

July 18, 2023

ENVOGUE
230 5th Avenue
New York, NY 10001

To Whom It May Concern:

I am writing to express my interest in the position of Showroom Visual Merchandiser at ENVOGUE. I found the position listed on Indeed.com on July 17, 2023. In the past year, I have had previous experience helping the merchandiser maintain showroom standards. I have experience making changes to the showroom with several different game plans. I have assisted with retailing and have been able to drive customer satisfaction during the shopping process. I was able to work with different teams on different projects when needed at the same time.

Currently, I am obtaining a Bachelor's Degree at the New York City College of Technology, City University of New York (CUNY), and majoring in Business and Technology of Fashion. Within this major, I was able to gain knowledge not just about the fashion industry but also about the marketing aspect. I took three courses that developed my understanding and knowledge about the fashion industry, what exactly visual merchandisers do in their jobs, and how to let customers keep an eye on your brand or company. *BUF 3100 Trend Forecasting and Social Media* course, *BUF 2203 Visual Merchandising* course, and *MKT 1210 Marketing Research* course.

In the *BUF 3100 Trend Forecasting and Social Media* course, I did a *trend forecasting research project about pleated skirts* with two teammates. Through this project, three of us were able to research some of the history, color, and style trends of pleated skirts. By the end of this course project, not only I but also my teammates were able to forecast a new color and a new style of pleated skirt that could come up in the upcoming season. This course taught me how to forecast style, color, and fabric trends for a specific type of clothing. And be able to write a fashion trend report about a fashion style. This course helped improve my research skills.

In *BUF 2203 Visual Merchandising* course, I learned that different physical stores have their own visual merchandising plans, like wall or window displays, lighting, and the choice of music. Merchants can use those visual presentations to express to consumers what their current flagship product is, what the theme of the season is, and other information. Through this course, I gained more ideas about how to change the showroom's visual presentation and standards. I did a *color analysis project* to end this course and to show my understanding of the course. I recognized that the creation of tertiary colors involves combining primary and secondary colors in this color analysis project. Through this project, I was able to identify the color schemes of a scene.

The *MKT 1210 Marketing Research* course taught me how to use scientific research methods efficiently. Marketing departments use scientific research methods to come up with marketing strategies for the company. I did a *marketing research project about two coffee brands* with six teammates. We did a SWOT analysis to compare these two coffee brands. Within this project, I was able to create a questionnaire and analyze the target customers' preferences. This course and project helped me understand what kind of marketing strategies make a brand succeed or fail (not as famous as other brands in the same field). And be able to figure out a brand's competitor or potential competitor.

My industry experience includes employment at Nina McLemore, where I am a marketing intern working with three teams in the showroom, which include sales, marketing, and customer service teams. My internship experience helped me develop my organizational skill so that I could collaborate with maintaining the showroom standards and visual presentations, collaborate marketing team with seasonal swatch books for the brand, and the photo shoot/video shoot organization. It also gave me the opportunity to hone my communication skills as I assisted sales and customer service teams with merchandise packaging, ordering forms, and product travel lines from production or other physical stores in distant states. As well, I have the ability to research social media opportunities, potential customers and collaborations, and fashion events the CEO or Director should be attending. I have experience creating and keeping contact lists and customer histories. I am so proud that I can speak two languages. Language is very important in the fashion industry. Some of the customers are more likely to speak their most familiar languages when they are in a showroom or store, like Chinese. So, knowing that I fluently speak Chinese (both Mandarin and Cantonese) can help develop customer satisfaction for clients who speak Chinese.

The above experiences and skills show that I am detail-oriented and possess strong organizational and research skills. I am able to work multi-task at the same time. I can work both independently and in teams. I enjoy working with other colleagues because sometimes it is more efficient, like holding a photo shoot for the brand. I am not only able to speak English and Chinese but also write. As a candidate for Showroom Visual Merchandiser at ENVOGUE, I would be able to use all my skills and experiences.

I look forward to discussing my qualifications with you.

Sincerely,

Yinghe Zhao