

Yelissa Vasquez

300 Jay st,

Brookly, NY, 11201

March 8, 2020

Hiring Manager

MYK Silk

262 W 38 st #903,

New York, NY, 10018

Dear Hiring Manager,

I am writing to express my interest in the Marketing Associate position as seen on Indeed. One of the things I like most about MYK Silk is that the brand started with experiencing the luxuriousness of silk while on a trip to Asia and became a business sharing their love for the natural fabric to those wanting to experience its comfort and many positive aspects. Now, My Kind of (MYK) Silk dedicatedly works from the heart to envelope men and women alike in the love and richness of silk.

I am qualified to become the Marketing Associate for MYK Silk because as an intern for World Bride Magazine and Hatch Collection I learned how to market each respective business in order to create company awareness. For example, World Bride magazine created editorial content featuring Bally sneakers as the shoes to kick on so the bride could dance to her heart's content at the wedding party. More recently with Hatch Collection, I assisted the Director of Brand Marketing and Events in developing marketing events with partners such as Fit Pregnancy Club where we distributed samples of our belly mask and nipple+lip creams. Things like these bring mutual brand exposure for both parties.

One of my other responsibilities at Hatch is to search for potential influencers and ambassadors who not only match our brand values and product offerings, but also have a large number of followers. I am also in charge of posting Hatch upcoming events on Shopify using prepared copy. Though I do not write the copy, I have an understanding of what it is, its importance, and

how it is used. Once each event is finished I measure the amount of sales generated by each event using the Hatch method of calculating profit from events.

Currently, I also work as a Sales Associate at UNIQLO where I work together with my fellow coworkers to drive sales and knowledge of UNIQLO's clothing and different fabric technology. Though Sales Associates are considered to be the most basic job in a retail store, we would also brainstorm ideas to reach our sales goal and create happy customers. I strongly believe idea generating (especially in groups) is a method no business that wishes to prosper and keep improving can live without and it is one of my specialties. Because of my studies in the Business and Technology of Fashion, I am equipped to push this company forward using the skills I have learned such as marketing research, trend forecasting, product development, etc. Using my skills in marketing, brainstorming/problem solving, and social media, I am prepared to grow along with the company.

I have included my resume with my contact information. If you have any questions please contact me. I look forward to discussing how together we can cultivate MYK Silk to make even more people infatuated with silk.

Looking forward to hearing from you,

Yelissa Vasquez