

TAILOR YOUR COVER LETTER

from the job description...

Sample Job Description

Nordstrom

Nordstrom values employees who have great insights to fashion and e-commerce, act fast, think creatively and embody our customer-first mentality.

Merchandise Manager, Shoes

Provide merchandising support & management in the shoe division. This role will be **responsible for pricing, being intimately familiar with the competitive landscape**, writing seasonal line plans and analyzing the business to ensure continued growth.

Responsibilities

Seasonal Business Strategy and Hindsight

- *Ability to both react to current business as well as **anticipate future trends**.
- *Provide timely and accurate business updates to the cross functional team.

Trend and Competitive Analysis

- *Clear understanding of the Nordstrom product aesthetic and brand point of view and **understanding the brand positioning in the market**.
- *Stay on top of runway shows, emerging brands and blogging to hold trend dialogue with the design team, help the brand stay relevant and hopefully **predict the next 'big thing'**.

Pricing and Optimization

- ***Create a clear pricing structure** that ties perceived value, quality and retail pricing together.
- *As the brand grows, build a clear path for revenue growth in addition to retail growth.

Cross Functional Partnership

- ***Act as the hub** between the channels of production, design, inventory planning and buying. This will require **attention to detail, effective time management and excellent communication skills**.
- *Understand the goals of all other divisions and functions and support these brand goals.

Requirements

- * Applicant must have a Bachelor's Degree and **2 years of experience working in retail**.
- * Applicant must have excellent **attention to detail and business acumen**.
- * Applicant must have a passion for product and eye for trend that is brand right.
- * Applicant **must be able to work in a team**, as they will work with buying, production, design and inventory planning.

TO APPLY: visit careers.nordstrom.com to submit your resume, cover letter, and reference page.

Use the job description to choose key skills and responsibilities to highlight in your cover letter. Then focus your cover letter on the 3-4 most important skills.

For this position, some of the top skills are:

- ▶ Experience working in retail environment
- ▶ Merchandising and pricing experience and industry trend analysis
- ▶ Teamwork and communication skills

The phrases are bolded and italicized to demonstrate key skills that are translated onto the cover letter.

...and turn it into this

Cover Letter Example

October 12, 2017

Mr. Sam Connor
Talent Acquisition Manager
Nordstrom, Inc.
1617 6th Ave.
Seattle, WA 98101

Dear Mr. Connor,

I possess a passion and commitment for the retail industry and because of this, I am excited to apply for the Merchandise Manager, Shoes position with Nordstrom. This position aligns with my experience working in in **three different retail environments**, including learning **merchandising best practices**, developing excellent customer service, and analyzing business and brand trends. I know you will find that these experiences along with my educational background make me a great fit for your team.

This past summer, I was a Merchandising intern with Old Navy and developed an understanding of **sales, inventory planning**, and retail operations. I **collaborated with a five-person team** to create weekly reports to **enhance sales and analyze industry trends**. My biggest accomplishment in this role was my final project where I **predicted seven growing fashion trends** and created a plan for Old Navy to incorporate these into their new line. I was able to effectively present my vision to the leadership team.

Additionally, as an Intern for TJX Companies, I worked on the planning and allocation team and learned the product development aspect of the company. In this role, I created a cost comparison analysis for 15 vendors bidding for business with TJX. This required excellent **attention to detail and professional communication** when working with the vendors. The team utilized the results in order to make decisions regarding infant clothing, a direct impact I made on the company. I am fully confident in my analysis and client relationship skills.

I believe my understanding of **industry trends and merchandising skills** will make me a productive team member for Nordstrom. I would appreciate an opportunity to interview and can be reached by telephone at 520- 621-2588 and daniellerios@gmail.com. Thank you for your time and I look forward to hearing from you.

Sincerely,



Danielle Rios

Things to keep in mind:

- ▶ Letters demonstrate your writing skills and etiquette.
- ▶ Emphasize what you can offer the employer as it specifically relates to the job description, using concrete examples.
- ▶ Address your letter to the Human Resources Director if you do not have a contact name.
- ▶ The phrases are bolded and italicized to demonstrate how key skills from the job description are addressed. Do NOT bold and italicize the cover letter that you submit.
- ▶ When emailing your application, paste the content of your cover letter in the body of the email, and attach your letter and resume as labeled PDF files: **DanielleRiosResume.pdf**

ACTION ITEM

Drop in to Resume Lab. There you can get your resume reviewed by a Peer Educator and get constructive feedback and suggestions to improve your resume. Drop in anytime during the allotted hours; please bring your laptop or a printed copy of your resume.
Current hours: go.arizona.edu/resume-resources