

Penny Platt

Designer | Premium Shopping Experiences

📍 Portland, Oregon | Remote or On-Site 📞 (971) 386-7688

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Portland Leather Goods

Attn: Hiring Manager – Retail Associate
Southeast Gladstone
Portland, OR 97202

Dear Hiring Manager,

I'm excited to apply for the Sales Associate position at Portland Leather Goods in Gladstone. Your commitment to quality, value, and authenticity resonates deeply with my own approach to creating, sourcing and engaging in the marketplace.

| What Attracts me to Portland Leather

Upon visiting your Gladstone location, I found a genuine appreciation at the value and beauty of your products. As someone who exclusively buys leather shoes, accessories, and furnishings—and uses them for years, your commitment to offering full-grain leather goods made with aesthetic artistry at accessible prices harmonizes well with my values. I care about authentic materials and craftsmanship, and Portland Leather's approach to sourcing leather for durability and longevity aligns perfectly with my values around sustainable, intentional consumption, and fondness for lovely items.

| Why Retail, Why Now

After robust and diverse tenure from designer to in-house creative lead spanning 2 decades, I'm in a unique transition phase. Just over a year ago I chose to step from design into development and founded my app startup— I have built a strong multi-platform Apple Intelligence creative accelerator integration through months of sleepless nights, and now it is time to create my interface and complete design system.

My design system and expression of thematic brand content through intuitive, immersive and accessible user experiences are a labor of love for me, and I don't want to rush this phase. The development part of my journey has taken longer than anticipated, and so I would like to find a role that provides an open atmosphere to stay creative and in flow in my personal work while offering new perspectives and a change of pace.

I am looking for a flexible, but consistent placement where my longer-term creative projects can unfold organically through collaborative partnerships, while my 'day job' is founded in services and capabilities I am highly confident and comfortable with.

| Qualifications and Experience

I have served as a sales associate at Nordstrom and on the merchandising team at Macy's for several years in different phases of life. This has prepared me to excel in focused, personalized customer interactions and thoughtful, efficient merchandising practices. While serving at Nordstrom in Dallas, Texas from 1995 to 1998, I sold high-end active and resort wear to established clientele and provided

styling recommendations and personal shopping appointments. As a visual merchandiser at Macy's in Portland from 2009 to 2012, I worked on the setup of displays and rotation of merchandise through the store so am well versed in these practices. This instilled enhanced spatial awareness and a natural and systematic inclination to maintain beautiful, functional retail spaces.

I also am pretty good at math, which comes in handy in the marketplace and when supporting peers and coworkers in those moments where that matters. I stayed in both retail roles for several years, and served front of house and back of house and everything in between.

I wanted to take the time today to imperfectly but authentically share my scenario and motivations for seeking a placement with Portland Leather Goods, because when I saw the opportunity, I thought 'Oh, cool! I can do that. That would be great. I'd like to work with Portland Leather Goods.'

I have a flexible, open schedule, and I am reliable and consistent. I would love to contribute to a supportive team environment and help create memorable customer experiences and lasting relationships with the Portland Leather Goods family and community. I am open to chat anytime.

Thank you for considering my application.

Sincerely,

Penny Platt