My name is Alec Gliebe, a recent graduate of West Virginia University with a Bachelor of Science in Design Studies and Fashion Merchandising. I currently hold a position at Augusta National Golf Club as a Product Development Intern. I began my internship in September 2021, and after a few quick months have realized that designing sportswear and related merchandise is my preferred career path. I am writing to you today actively seeking an opportunity in footwear, sport apparel, or product design.

I’ve been fortunate to have held a variety of positions in several industries, but my design roots took hold in golf where I worked at Chardon Lakes Golf Course for several years managing the pro shop. I’m drawn to the competitive escape of sports, allowing us to clear our minds and take a step away from life burdens. The lessons I learned as a youth in a management position were essential to my growth and development as a professional – communication, presentation, and extreme ownership of tasks and ideas have helped me to excel as a designer during a unique time in history where golf has grown and evolved exponentially amidst the coronavirus pandemic.

My continued search for knowledge and determination to sharpen my design skills have elevated by my responsibilities at Augusta National Golf Club. I’ve been challenged with trend and color forecasting for Spring / Summer 2023, where the consumer remains a major pillar of our Club’s identity. The art of storytelling – club history, tradition, and vision for the future – has allowed me to bolster graphic presentations and pitches for new merchandise through a creative lens. I’ve been an integral part of our communication with EA Sports where my garment and merchandise selections have been uploaded to digital realms. I have taken the initiative to introduce new patterns, graphics, and products to our design team.

Although designing products and forecasting color have been important duties as a product development intern, my seasoned understanding of golf and design is equally as important. Exposure to garment spec and pricing has granted me tangible experience working with a product in hand. Identifying design flaws during development meetings has fostered an eye for detail while proactively considering changes or solutions. I’ve been engaged in package design and floor merchandising which brings the product life cycle full circle. My knowledge of international business practices has grown through communication with overseas vendors in China, Italy, and Peru. Additionally, my work with the distribution and logistics department stressed the importance of global markets and their relationship to timely delivery.

The most notable lesson I walk away with is that of continuous improvement. Continuous improvement is one of the Club’s core values which reflects the uncompromising commitment to excellence and innovation across each department. I hope to bring this core philosophy with me to my next position, while always exemplifying my devotion to teamwork.

I appreciate your willingness to consider me as a candidate for this position.

Alec J. Gliebe