

Marketing Intern Cover Letter Sample

(000)-000-0000 | your@email.com | 123 Your Address, City, State, Zip Code

March 8, 2018

Hiring Manager's Name

123 Company Address

Ames, IA, 50010

(xxx)xxx-xxxx

jack.smith@gmail.com

Dear Mr. Jack Smith,

My name is [YOUR NAME], and I saw your job listing for marketing interns on the Ivy College of Business email list last week. I am a senior marketing student at Iowa State, where I have been building my knowledge of brand management and marketing data analytics on campus and in the Ames community. To me, [TARGET COMPANY] has always represented innovation and progress in technology. I am inspired by your team's creativity – one of my career goals is to lead my own marketing team one day.

Last semester, I had the chance to lead a marketing campaign that encouraged prospective students to apply to Iowa State University. I surveyed over 4,000 high school students in the Ames area and started a social media campaign to spread the word of our campus visit days. My efforts resulted in a 19% increase in undergraduate applications at Iowa State. I demonstrated competence in social media and advanced skills in consumer behavior, so I believe I could make valuable contributions to [TARGET COMPANY]'s marketing department.

In addition to my enrollment campaign project at school, I also spent time as a marketing trainee for Arctic Holidays. Last summer, I was a part of a marketing program that prepared me in social media marketing. At the end of the program, I was able to implement one of my ideas to conduct weekly recap presentations of customers' trips, which led to over 1,000 new Facebook followers.

I've noticed that [TARGET COMPANY] is looking to expand its marketing team and hire interns with familiarity in campaign management. My experience with creating social media strategies can help [TARGET COMPANY] develop further in this part of the market.

I look forward to discussing the position further and how I can contribute to your team. I can be reached via email at [EMAIL] or by phone at [PHONE].

Thank you again for your time and consideration. I look forward hearing back from you.

Sincerely,

[YOUR NAME]