

Internship Sample Cover Letter:

SJU Street, Apt. 1
Philadelphia, PA 19131

25 August 2016

Dr. Jane Doe
Intern Supervisor
Career Development Center
5100 City Avenue
Philadelphia, PA 19131

Dear Dr. Doe:

It is with great enthusiasm that I apply to the Marketing Intern position open in the Career Development Center. Having personal experience working with a career counselor on my own internship search gave me perspective on how the Career Development Center works with individual students to help us meet our career goals. The Marketing Intern position appeals to me because it gives me an opportunity to utilize my experience as both a marketing major and a student at Saint Joseph's University to help the Career Development Center reach as many students as possible. I see the value in the services the Career Development Center offers and hope to communicate that value to current students and alumni.

My qualifications are a result of both my coursework and my past internship experiences. In my marketing strategy class, I learned how to analyze an organization's marketing goals and initiatives for effectiveness, and after creating a SWOT analyses, identify where time needs to be spent to communicate with the audience more effectively. I hope to put this into practice as an intern with your office with the intention of creating and meeting S.M.A.R.T. goals around the marketing efforts of the office.

In my internship with Campus Philly I managed the marketing efforts for weekend events. During this experience, I created a content management calendar for social media communication, and used HootSuite Premium to execute the calendar. In my time at the internship, Twitter following increased by 12% and multiple posts had 200+ retweets. I also created print media for distribution on college campuses. I utilized Canva to create engaging, colorful, and informative posters. My supervisor remarked that the posters were visually appealing and I continually received positive feedback on them throughout my internship experience.

I am excited about the opportunity to contribute my background and experiences to the Career Development Center. I can be reached at (123)456-7890 to discuss my qualifications and will follow-up with you in two weeks. I look forward to discussing my skills with you in the form of an interview. Thank you for your time and consideration.

Sincerely,

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Iwanna Job

Enclosure: Resume