

MARKETING INTERNSHIP COVER LETTER/

[Today's Date]

Ms. Samantha Martinez

Giving Forward
1969 59th St,
Brooklyn, NY 11204
(000) 123-4567
samantha.martinez@gmail.com

Dear Ms. Martinez,

I came across Giving Forward's listing for a Marketing Intern on Monster and am excited to send in my application. As a trilingual marketing student set to graduate in May 2024, I'm eager to leverage my skills in social media marketing, graphic design, and collaboration to contribute to your impactful work in the non-profit sector.

As a Marketing Communications Intern at Lify+, I co-developed animated social media posts and campaigns, created print and digital ads, and conducted mining and market research to enhance decision-making within the social media team. Here are some of my key achievements:

- Assisted in creating newsletters and direct mail appeals, leading to a 10% increase in donations
- Increased engagement by 12% across our social media platforms through well-designed posts and consistent interactions with our audience

In addition to my internship experience, I have a proven track record of success in academic projects, including the development of a marketing campaign for a local coffee shop that boosted customer retention by 5%.

I'm impressed by Giving Forward's commitment to making a positive impact, and I'm confident that I would make valuable contributions at your company. Please reach out to me at oliver.ilunga@gmail.com to further discuss my qualifications. Thank you for your time and consideration.

Sincerely,

[Your Name]

