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March 5, 2019

Attn: Joe Smith

College Talent Recruiter

ABC Marketing Group

1234 Address St

Chicago, Illinois 60007

Dear Joe Smith,

I am very interested in the open marketing position with ABC Marketing Group posted in Handshake. I believe that my education and employment experiences make me an ideal candidate for the position.

During my tenure at the University of Arkansas, I have developed a passion for marketing and public relations. I have sought out multiple opportunities to develop my marketing skills. For example, last summer, I interned at the National Sculpture Society in New York City. My position entailed developing web pages and slideshows publicizing the success of the society's artists. I was able to utilize my web authoring skills to assist the organization in their goal to promote sculpture.

As an assistant at Walton Career Services’ office, I am responsible for updating information on alumni, career coaches, and companies who publicize internships with our office. This involves heavy calling during my shifts at the office. In addition to calling, I also email clientele. This calls for me to employ interpersonal skills to communicate with clients effectively. Due to my strong communication skills, I have been given even more responsibilities. For example, I now publicize all career services events via multiple social media platforms.

I believe that my experiences in marketing and my interpersonal skills make me a prime candidate for this position. I am a diligent worker and passionate about my work. I will be a valuable asset to your company and will use this as an opportunity to grow and further the development of my marketing skill set.

Thank you very much for considering my application for candidacy. Please feel free to contact me with any questions, and I look forward to learning more about this position.

Sincerely,

Lisa Arkansas