

5558 Sample Ave.
Burlington, Vermont 05401
(558)999-9999
Margarita.Clarkson@uvm.edu

July 20, 2016

Laurie Francis
HR and Operations Director
P.O. Box 4509
Burlington, VT 05406-4509

Dear Laurie Francis,

The Fuse Communications Intern position is one that greatly interests me because of the clear target population. I am interested in going into the field of marketing, more specifically public relations. Fuse will not only help to further develop my marketing skills, but will expose me to a company that values the community they serve. Your staff members are not only employees, but also advocates and volunteers to the surrounding community. This is a company that I see myself thriving in because of their commitment to more than just their products.

You mention your ideal candidate having strong communication skills. My experience as the Recruitment Chair for Rho Rho Rho Sorority Inc. demonstrates my ability to communicate through various outlets. As the recruitment chair, I oversaw all of the social media posts prior to our recruitment week. In this task, I learned to be innovative by keeping my target audience in mind and creating new ways to grasp their attention. Furthermore, I oversaw the entire recruitment week. This developed my verbal communication skills because I had to keep the entire organization, over 200+ women, aware of what the next day of recruitment would consist of and how to prepare for it. With my written and verbal communication skills experience, I feel confident about my ability to step up to the plate during my time as a Communications Intern at Fuse.

Moreover, my project management experience will allow me to thrive with the projects assigned during this internship. As a Communications major at the University of Vermont, I have participated in a semester-long research project. The research consisted of looking for best practices when it comes to targeting teenagers. My main task was to look at different companies and create a presentation by the end of the semester. With little to no supervision, I was able to create a presentation, which not only presented the requested information, but also developed a program influenced by the research. During this project, I not only had to manage my time, but work with other research assistants and allow for their feedback on my proposal. Overall, I have the ability to manage my time efficiently both during a collaborative and individually assigned projects, skills that will be translatable to my time as communication intern.

I am sure that I will be an asset to your company while still growing through this experience. I am very excited to be an intern in your company and serve the community. If you have any questions please feel free to contact me at Margarita.Clarkson@uvm.edu. Thank you for considering my application.

Sincerely,
Margarita Clarkson