

September 18, 2014

Ms. [REDACTED]  
University Relations

Dear [REDACTED]:

After attending the corporate presentation on September 11th and speaking with [REDACTED], I became intrigued by everything that sets [REDACTED] apart from other CPG companies. [REDACTED] differentiates itself by focusing on the merits of partnership, ownership, and entrepreneurship, which provides an excellent environment for unparalleled growth. I would love to utilize my skills as a quantitatively and qualitatively savvy strategic thinker and problem-solver to drive results as part of [REDACTED].

As a marketing intern at Signpost, a Google Ventures-backed marketing automation software company, I engineered and implemented an inbound marketing plan. The goal was to develop something that would shift potential customers down the sales funnel. Since Signpost's clients are small business owners, a carefully crafted blog would give us a way to draw people to our services via Google searches. Small business owners often do not have the resources to manage their digital presence, and their Internet searches reflect this. By delving into local marketing statistics and search trends, I developed a database of blog topics with high SEO-values that would answer local business owners' common questions. I also embedded posts with trackable call-to-actions using Salesforce Pardot, which moved the customer to the next stage of the purchase funnel and provided key insights for our sales team to monitor.

As an intern at ABM Industries, I contributed to a collaborative project that required our team to outline a proposal for Spotify. While most proposals follow a standard format, I suggested a different approach that would maximize Spotify's consumer experience. Given the importance of Spotify's corporate culture, I wanted to assure them that hiring an external cleaning service would not dilute that culture. Accordingly, the proposal stated that ABM employees would dress like Spotify employees and bolster Spotify's ability to provide an ideal working environment. Ultimately, we acquired the contract by getting a true feel for what the client required, and adapting the service to fit their needs. As part of [REDACTED], I can drive change and solve business issues on multiple fronts by identifying customer needs.

I am excited by the prospect of starting my career at [REDACTED] as I would love to help [REDACTED] develop healthier lives and happier homes. If you have any questions please contact me at [REDACTED]. Thank you for your time and consideration.

Sincerely,

[REDACTED]