

September 25, 2014

Ms. [REDACTED]
Sr. University Relations Specialist

Dear [REDACTED]:

After attending the corporate presentation on September 18th and speaking with [REDACTED] [REDACTED] commitment to doubling the size of their business while increasing their positive social and environmental impact struck a chord with me. These goals provide [REDACTED] with a clear direction that creates a sense of purpose throughout the entire organization. In line with these goals, my previous experiences allowed me to generate growth and action, identify with customers, and think analytically. I would love to apply and develop these skills in the [REDACTED] [REDACTED]

As a marketing intern at Signpost, a Google Ventures-backed marketing automation software company, I engineered and implemented an inbound marketing plan that generated growth by targeting customers. The goal was to develop something that would shift potential customers down the sales funnel and lead to customer conversions. Since Signpost's clients are small business owners, they use Google searches to answer their marketing questions. A carefully crafted blog would allow us to answer their questions, and draw them to our services. By delving into local marketing statistics and search trends, I developed a database of blog topics with high SEO-values that would address local business owners' most common questions. I also embedded posts with trackable calls-to-action 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 the [REDACTED], I can drive growth and solve business issues on multiple fronts by identifying customer needs.

I am excited by the prospect of working on beloved brands alongside passionate change agents as part of the [REDACTED]. If you have any questions please contact me at [REDACTED]. Thank you for your time and consideration.

Sincerely,
[REDACTED]