

Ms. [REDACTED]
University Recruiter – [REDACTED]
[REDACTED]
[REDACTED] Arizona 85251

Dear [REDACTED]

The Internet has been a tremendous tool for local businesses, as local online search and local spending are strongly correlated. Online directories are enabling local businesses to take advantage of the digital age, and [REDACTED] is undeniably at the helm of this movement. In the past, I have enjoyed immersing myself in the world of empowering local businesses and improving customer experiences. I would love to utilize my relentless drive to achieve goals, my skill as a dual-brained strategic thinker, and my passion for local business [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 search engines 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. At Signpost, we aimed to empower local businesses by allowing them to better connect with consumers, and [REDACTED] an essential platform that does just that.

As an intern at ABM Industries, a facility management company, 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 an approach that would maximize Spotify's consumer experience. Given the importance of Spotify's 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. I can utilize these adaptive skills as an [REDACTED] as [REDACTED] continues to facilitate smoother business to customer interaction.

I am excited by the prospect of working as an [REDACTED], as I would love to work alongside people who are revolutionizing local business. If you have any questions please contact me at [REDACTED] or at [REDACTED]. Thank you for your time and consideration.

Sincerely,
[REDACTED]