

October 2, 2014

Ms. [REDACTED]
Recruiter

[REDACTED]
Evanston, IL 60201

Dear Mr. [REDACTED]:

Sales and marketing go hand-in-hand, and it is fascinating to see how powerful a primed sales force and insightful marketing campaign can be. [REDACTED] differentiates itself by using unique strategies and insights to drive unprecedentedly keen solutions to sales and marketing challenges. I would love to utilize my skills as a dual-brained strategic thinker and technologically savvy problem-solver to deliver exceptional solutions as a business associate at [REDACTED]. Please consider me for your interview closed list.

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. I can utilize these adaptive skills as a business associate, as [REDACTED] turns customer insights into change initiatives.

I am excited by the prospect of working as an associate consultant at [REDACTED], as I'd love to innovate alongside passionate problem solvers. If you have any questions please contact me at [REDACTED]. Thank you for your time and consideration.

Sincerely,

[REDACTED]