

SAMPLE COVER LETTER

John Jones

123 North Main Street, Willimantic, CT 06226
jonesjoh@my.easternct.edu (860) 555-1111
www.linkedin.com/in/customizedlink

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Ms. Lisa Lewis
Vice President
Sample Marketing Group
555 Fifth Avenue
New York, NY 10001

Dear Ms. Lewis:

Through my internship experience at the National Sculpture Society, I became aware of Sample Marketing Group. Your company is highly regarded for exceeding client expectations and leads the industry in fortune 500 clients. My experience in the marketing field combined with my exceptional social media skills will allow me to easily transition to your team and fulfill the responsibilities of the Communications Specialist position.

My internship with NSS provided me the opportunity to streamline their website and develop content videos publicizing the success of the society's artists. With advanced skills in social media, I created a comprehensive marketing strategy with the main objective of increasing followers and viewership. Through leveraging more interactive content across each platform, we realized a 45% overall increase in followers on Twitter, Instagram and Pinterest, along with a 25% increase in website viewership. In addition to this experience, I have been able to hone my interpersonal and customer service skills at my job with the Career Development Office at Eastern. All of these skills will serve me well as a member of your marketing team.

Thank you for taking the time to review my application materials. I look forward to speaking with you about the Communications Specialist position at Sample Marketing Group and am excited to learn more about the role and your company. You may reach me via my contact information provided above.

Sincerely,

John Jones