

**Questrom Alumnus**

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Boston MA 02215

Month Day, Year

Name

Position

Company Address

Dear XXXXX:

I am writing to you to apply for the Professional Services Analyst position at (*Company*). I learned about this position through (*Person's Name*), who works in Buy for (*Company*), and with whom I have spoken at length about this opportunity. I bring over five years of experience in analytics with (*Current Company Name*), and am confident that my professional and academic experiences, as well as my eagerness to work in strategic insights, will qualify me as an asset at (*Company*).

During my time at (*Current Company*) our team has worked directly with client accounts to ensure their marketing needs are met, thereby maintaining a sustainable relationship with each client. I assist these efforts through the following responsibilities:

- **Communications:** Draft press materials, social media calendars, and blogs for over 15 clients
- **Research:** Explore industry trends and publications relevant to clients and their products using LexisNexis, news sources, and social media accounts
- **Teamwork:** Collaborate closely with three senior managers and executives by joining conference calls with clients, work in a team of five to formulate strategies

These tasks supported the team's efforts in raising awareness for products and enhancing engagement between clients and their audiences by posting appealing content and pitching to publications their customers read. I am confident this practice in upholding client relationships while multitasking on a diverse array of jobs will relate to consulting with clients as a Professional Services Analyst.

Through these experiences, I have refined my skills for developing actionable marketing strategies. These abilities will be especially transferrable to Professional Services and connecting (*Company*) clients with their customers through strategic marketing. I look forward to bringing my energy and knowledge to the role. I am eager to discuss the position further, thank you for your consideration.

Sincerely,

Questrom Alumnus