

Rhett T. Terrier

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595 Commonwealth Ave, Boston, MA 02215

List your name and contact information

May 26, 20XX

Date

Ms. Gina Bostonia
Director of Marketing
Mystery, Inc
111 Bay State Street
Boston, MA 02215

Try to find/use a specific name
OR
Dear Hiring Manager/Department Manager
List the company address below

Dear Ms. Bostonia,

I am reaching out in regards to the Marketing Specialist position posted on Handshake. I am currently a junior at Boston University Questrom School of Business concentrating in Marketing. Having headed several search engine optimization projects and leading the revamp of various social media channels for my student organization, I am eager to continue building these skillsets with a close-knit agency that specializes in social media and brand awareness. I would love to be a part of Mystery, Inc.'s collaborative culture, which allows for a dynamic learning environment where an individual can contribute on a variety of marketing related tasks. I believe my previous SEO optimization and social media experience, as well as my collaboration, leadership, and communication skills would be an asset to the team. I believe I could add immediate value to your organization because:

Introduce yourself (year, school, concentration(s)) and why you

- I have extensive skills in the area of search engine optimization as I have completed two internships in this area and successfully increased the visibility of the clients to which I was assigned at both companies. My impacts could be distinctly measured by unique site views and repeat site visitors;
- As the Marketing Chair for my student organization, I developed and implemented a new social media strategy that increased our following by 65% and decreased our posting gap time to 4 hours; and
- Through several courses and projects I have honed and enhanced my communication, team work, and time management skills by consistently working with small and large groups, presenting findings in clear and succinct ways, and regularly ensuring deliverables were complete by scheduled times.

Describe what differentiates you from other candidates. Tailor the information you provide to the job description!

As a leader in the Scooby Doo investigation industry, Mystery Inc. has set the standard for this field while never wavering from your commitments to the community and the values of collaboration, growth, and honesty. It would be an honor to utilize my social media, analytical, and branding skills to contribute at such a remarkable company. Thank you for considering my application and I look forward to having the opportunity to discuss this position and my qualifications with you in further detail. Please do not hesitate to reach out should you have any questions.

Describe why you want to work for the company. Show you've done research!

Sincerely,

If planning to insert a signature, leave 2 spaces

Rhett T. Terrier