

Rhett Terrier

595 Commonwealth Avenue • Boston, MA 02215 • (617) 123-4567 • Rhett@email.edu

February 13, 20XX

Ms. Ann Doe
Internship Coordinator
Company XYZ
300 Beacon Street
Boston, MA 02215

Dear Ms. Doe:

I am writing to be considered for the Spring Semester Internship with Company XYZ. This position is especially of interest to me because it combines three of my primary passions: sports, marketing, and entertainment. I am currently a senior at Boston University majoring in Business Administration with dual concentrations in Marketing and Organizational Behavior. As a sports instructor for over two years, I have been exposed to the world of sports marketing and event planning for sports-related events. I understand Company XYZ is a fast paced environment in which I would be working to organize events for clients as well as juggling many other marketing responsibilities. I believe I would be an asset to Company XYZ because of my solid organizational skills, my past event coordination experience, and my ability to manage multiple responsibilities in a fast-paced and sports-related environment.

I developed a strong work ethic and enhanced my organizational skills through event-planning responsibilities at the Sports Academy. In June, I organized various aspects of the Academy's participation in a local sporting event. In this role, I recruited 20 volunteers, developed and choreographed the demonstration, as well as coordinated transportation logistics within a very tight timeframe. I also have experience working with the sports marketing agency, Sports 80, with on-site operations for basketball tournament events. In that capacity, I prepared the location and staffed the event for over 500 middle and high school participants. In addition, I developed strong communication skills by interacting with a variety of audiences, including parents, vendors, students and other staff. As a result of these experiences, I believe I would be able to provide clients with the highly responsive and tailored services they have come to expect from Company XYZ.

My background has provided me with the building blocks to be a successful intern at Company XYZ. I have attached my resume and would be interested in meeting with you to answer any further questions you may have. Please feel free to contact me at tinasmith82@bu.edu or at 617-555-1212. Thank you for your time and consideration in reviewing my qualifications for the position. I look forward to hearing from you.

Sincerely,

Rhett Terrier