

Rhett Terrier

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June 15, 20XX

Mr. John Smith
Vice President of Corporate Marketing
XYZ Software, Inc.
285 Appletree Way
Boston, MA 02215

Dear Mr. Smith:

I am writing to you to apply for the Marketing Internship position posted on the Boston University Questrom School of Business job database. XYZ Software was ranked by Forrester Research as the market leader for web-based learning, and I am eager to work for a company on the leading edge of Internet software development. After attending your company information session, I am confident that I can make an immediate contribution to XYZ Software by applying my marketing background and skills gained through my previous work and academic experiences.

I believe I could add immediate value to your company in a Marketing Intern role because of my former contributions and development of skills such as:

- Serving as the Marketing Intern at *eLearning Magazine* where I helped the company develop and implement marketing programs based on qualitative and quantitative market research, analysis of firm's strategic position, and potential partner opportunities to strengthen competitive position.
- Updating websites and analyzing keyword searches to increase site traffic and click conversions.
- For a cross-functional business plan project, I developed a comprehensive integrated marketing communications plan and survey, examined its results, and conducted a focus group with our target market.
- I also assumed a leadership role in both academic and internship projects where I managed the scheduling of meetings, established agendas, and edited final presentations.

I am eager to work in the eLearning marketplace and bring my marketing and communications experience to XYZ Software. I have attached a copy of my resume to provide you with additional details on my experience and help illustrate how I could contribute to your organization. Please feel free to contact me at questromudc@bu.edu or at 617-555-5555. Thank you in advance for your time and consideration. I look forward to discussing this position and my qualifications with you further.

Sincerely,

Rhett Terrier