

Rhett Terrier

595 Commonwealth Avenue, Boston, MA 02215
617-555-5555 • questromudc@bu.edu

October 30, 2019

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 Analytics Internship posted on the Boston University Questrom School of Business Handshake platform. 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 research and analytics skills that I developed through my previous work and academic experiences.

The following items are selected experiences and accomplishments that demonstrate the transferability of my background skills to this role at XYZ Software.

- Engaged in qualitative and quantitative market research analysis of firm's strategic position and assessed potential partner opportunities to strengthen competitive position.
- Developed and managed creative A/B test strategy to assess performance of company website and android app in collaboration with Senior Marketing Manager.
- Extracted insights using SQL and Python tools such as pandas, R, and Spark
- Utilized Excel and Tableau to create reports with large data sets and presented findings to marketing and senior management teams
- Created targeted Google Ads, monitored web traffic with Google Analytics, and developed recommendations that resulted in 17% increase in web traffic.

I am eager to work in the eLearning marketplace and bring my research and analytics skills and experiences to XYZ Software. Thank you in advance for your time and consideration. I can be reached at questromudc@bu.edu or at 617-555-5555, and I look forward to discussing this position and my qualifications with you further.

Sincerely,

Rhett Terrier