

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 Analyst role 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 research, analytical, and search engine optimization skills gained through my previous work and academic experiences.

This past summer, I served as the Marketing Intern at *eLearning Magazine*. In this role, I helped the company develop and implement its marketing programs to compete effectively in a crowded marketplace. Using qualitative and quantitative market research, I analyzed the firm's strategic position and recommended market and partner opportunities to strengthen its competitive position. I also helped update their website and analyzed the keyword searches which increased the site's web traffic.

Outside of my internship, I've also developed my analytical, teamwork, and communication skills through various academic endeavors. In a recent project to create a cross-functional business plan, I worked in a team of 10 to create a new product and analyzed the financial, operational, risk, and marketing factors associated with bringing that project to the market. In order to develop a comprehensive integrated marketing communications plan for building our product brand and awareness, I developed a survey, examined its results, and conducted a focus group within the target market. During this project, I also assumed a leadership role in both the primary team and marketing sub-team. I managed the scheduling of meetings, established agendas, and edited the final project to ensure all components were complete, utilizing strong organizational skills that would be an asset to any research team and marketing analysis project.

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.

Sincerely,

Rhett Terrier