

# JANE JAGUAR

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123 Address at time of application, IN 46202 | 317-555-5555 | Janestudent@iupui.edu

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*\*Use the same format of header as your resume to ensure consistency and appropriate contact information\**

5/29/2021

Amelia Saravanan  
University Recruiter  
Awesome Marketing Firm  
234 Business Drive  
Indianapolis, IN 46214

Dear Ms. Saravanan,

I am very excited to apply for the Marketing Account Representative position at Awesome Marketing Firm. When reading the position description posted on IUPUI's Handshake job board the strong emphasis on building a personalized relationship with each client and using a data driven approach to create meaningful content resonated with me. My previous marketing internships and intensive course projects have given me the experience needed to make a positive impact at Awesome Marketing Firm.

I am currently a senior marketing major at the Indiana University Kelley School of Business in Indianapolis. For the past two summers I have completed marketing internships at Sports & More Company as a copywriter working to drive both brick-and-mortar and online sales. In this role I was responsible for complying with brand style guides for many international sporting goods companies as well as internal branding policies. I did technical writing of product technologies and capabilities, individual product reviews for the Sports & More blog, and press releases for significant events hosted or sponsored by Sports & More Company. This experience prepared me to interface with clients and to understand their individual marketing needs and goals as they aim to relate with customers.

During my junior year in the Kelley School of Business I was responsible for doing market research to develop a social media strategy for a local lawn mower service shop as part of my I-Core project. I worked directly with executives at the service shop to determine their target market, their unique value proposition, and the strategies of their competitors to prepare a comprehensive approach to social media marketing that would reach potential clients and yield a positive result. After the implementation of the proposed marketing plan in October, the service shop yielded 15% higher profits throughout the month in comparison to the previous year. I would look forward to the opportunity to achieve similar results with clients of Awesome Marketing Firm.

Thank you for taking the time to review my application materials for the Marketing Account Representative position. I am very interested in this position and believe I can be a great asset to the team at Awesome Marketing Firm. Please reach out to me at 317-555-5555 or at janestudent@iupui.edu if you would like to schedule an interview to further discuss my qualifications.

Sincerely,



Jane Jaguar