



In my first year of university, I helped a friend promote a campus poetry event. We created flyers, set up a social media page, and spent hours outside the dining hall handing out stickers with QR codes. The event sold out. That experience taught me something unexpected: marketing felt creative, collaborative, and surprisingly powerful. I wasn't enrolled in any marketing courses at the time, but I started paying attention to how brands spoke, what made campaigns stick, and how people responded to them. That's what led me here.

I am currently pursuing a Bachelor's degree in Communication with a minor in Business. Over the past three semesters, I've focused on understanding audience behavior, digital trends, and persuasive messaging. Courses in consumer psychology, visual storytelling, and integrated marketing strategies helped shape how I approach content. I enjoy combining research and intuition to solve creative challenges. During one class project, I led a team that developed a branding campaign for a local coffee shop. We surveyed students, identified key customer pain points, and created a refreshed social media strategy. The shop saw a noticeable increase in student traffic after implementing some of our ideas. That was my first real taste of measurable impact.

Outside of class, I've been building skills in real-world settings. I worked part-time as a campus communications assistant where I helped manage university Instagram stories, drafted event copy, and tracked engagement metrics. I learned how much thought goes into even a single post, and how tone, timing, and consistency affect response. I also interned with a student-run design agency where I collaborated on client projects, including promotional materials and email



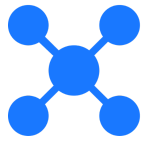
outreach. That role taught me to listen carefully during team meetings and revise content quickly based on client feedback.

Marketing appeals to me because it balances data and creativity. I've always loved writing, but I've also grown comfortable with analytics tools like Google Trends, Hootsuite, and basic SEO software. I use them to shape messages that feel both personal and strategic. Understanding the story behind a number is something I enjoy - watching what clicks, and figuring out why.

The internship position at your company aligns with my current interests and long-term goals. I've followed your recent campaigns, particularly the "No Noise Needed" digital series, and found the tone refreshingly simple and effective. I appreciate how your team keeps messaging clean without losing personality. I would be excited to learn how those ideas come together behind the scenes, from initial brainstorming to final rollout. The opportunity to contribute while learning from professionals in a fast-moving environment would be invaluable at this stage in my development.

I approach work with focus and consistency. During the academic year, I maintain a full course load while balancing part-time roles. I'm organized, open to feedback, and genuinely curious about how things work beneath the surface. My professors often comment on the way I ask questions, always trying to get to the why, not just the what. That mindset carries into group work, client meetings, and daily tasks. I want to understand, not just complete.

In terms of goals, I hope this internship will help me grow in three ways. First, I want to improve my copywriting in real-world marketing contexts. Second, I hope to learn more about how teams structure content strategy over time, not just in short bursts. Third, I want to gain experience with



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cross-functional collaboration and see how marketing interacts with design, sales, and product teams.

I see this internship as a meaningful next step in my learning. It would give me access to the kind of structured, team-based experience that is difficult to replicate in the classroom. I am eager to listen, observe, contribute, and grow through the process.

Thank you for considering my application. I would welcome the chance to bring my energy, attention to detail, and creative mindset to your team. I believe the best learning happens when you step into a space that challenges your habits and sharpens your instincts. This internship feels like exactly that kind of space.