

5558 Sample Ave.  
Burlington, VT 05401  
(558) 999-9999  
Margarita.Clarkson@uvm.edu

July 20, 2016

Lily Chen  
HR and Operations Director  
P.O. Box 4509  
Burlington, VT 05406-4509

Dear Lily Chen:

I am writing to apply for the Fuse Communications Intern. I am studying Public Communication at the University of Vermont and am interested in the field of marketing, and more specifically brand management. I am particularly drawn to this opportunity at Fuse because of your vibrant company culture and commitment to the community.

I have strong skills in social media management, communication, and organization. My experience as the Recruitment Chair for Rho Rho Rho Sorority enhanced my ability to communicate through various outlets. As the recruitment chair, I oversaw the social media marketing for recruitment week. To get students' attention, I focused on my target audience and worked to create innovative and relevant content. Furthermore, I oversaw the logistics and internal communications for recruitment. It was vital to be organized and a clear communicator in order to keep over 200 women aligned in our tasks and goals.

As a Public Communication major, I have had the opportunity to do in-depth market research. One of my projects consisted of working with a local non-profit and looking for best practices in targeting messaging to the teen market. I researched multiple companies who are leaders in this sector and worked closely with a small team of students to evaluate best practices. At the conclusion of the semester we presented our final recommendations and targeted market plan to the community partner. In sum, I have strong organizational and communication skills, a solid foundation in marketing and social media, and work well both collaboratively and individually.

I am very interested in the possibility of interning at Fuse and contributing to your team. Attached please find my resume. If you have any questions please contact me at [Margarita.Clarkson@uvm.edu](mailto:Margarita.Clarkson@uvm.edu). Thank you for considering my application.

Sincerely,

Margarita Clarkson