

Cover Letter for a Job Application Example

Ms. Mary Bless,
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June 6th, 2016

Ms. Jane Jones,
2427 Terrace Ave,
Miami, FL 33145
USA

Re: Marketing Internship
(Ref. ID: CS300-Milan)¹

Dear Ms. Jones²,

I am writing to you regarding the Marketing Internship position at Fiat. This opening was mentioned to me by a former colleague and friend, Sarah Smith. I find this internship opportunity very appealing because Fiat is a brand known worldwide. I have a passion for cars, and I am fascinated with your most recent online campaign. I am enthused at the prospect to learn more about the strategies and processes implemented in the marketing department.³

My previous experience at XYZ Marketing Agency as an intern in the Market Research

¹ *Subject Line:* A subject line with the job title and reference number of the job posting is optional, but especially useful when applying to a large company.

² *Opening Line:* This should ideally be the name of the hiring manager or the person otherwise indicated in the job posting.

³ *Introduction:* specify why you are writing and how you learned of the opportunity you are applying for. If you have a reference point within the company, mention it here.

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Team shaped and fostered my love of marketing. I was able to improve my research skills as we gathered comprehensive consumer data on Client Company ABC, using Excel extensively. My analytical and presentation abilities were also strengthened organizing and presenting data to my peers and superiors. I was part of a six-person team, which allowed me to build my group-work skills as well as practice working independently.

Before this experience, I completed my bachelors degree in International Marketing, for which I wrote my thesis on “Comparison of Nutella’s Campaign Strategies in Europe and the United States,” in which I examine the differing campaigns and consumer data.⁴

I appreciate your time and consideration. Please contact me for further information or reference contact details.⁵

Kind Regards,⁶

Mary Bless⁷

⁴ *Main Body*: describe your relevant previous experiences both from an academic point of view and from a career one.

⁵ *Conclusion*: summarize your points, leave your contacts, and thank your reader.

⁶ *Greeting*: in this context, greet your reader formally.

⁷ *Signature*

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