PO Box 6191

Winston-Salem, NC 27109

October 31, 2019

Ms. Janet Terminello

Director of Marketing

Newell Brands

221 River St

Hoboken, NJ 07030

Dear Ms. Terminello:

I am excited to apply for the full-time assistant brand manager position, which I learned of through the Office of Personal and Career Development at Wake Forest University. After conversations with several members of the brand management team at the Wake Forest fall career fair, I solidified my interest in the position. I am impressed by the leadership opportunities as well as the professional and personal development resources available to assistant brand managers.

My previous marketing experience, both on and off campus, would make me a valuable asset to Newell Brands. Through these experiences, I have developed my communication, marketing, and product innovation skills. During my marketing internship with The Georgia Trust for Historic Preservation this past summer, I took the initiative to get to know my target audience by attending the organization’s special events. My efforts enabled me to better connect with my target audience and as a result, increase the Trust’s presence on Facebook and Instagram by 15% and 40%, respectively. As vice president of membership for the Wake Forest Panhellenic Council, I collaborated with the University’s Office of Student Engagement to design and conduct participant satisfaction surveys following the sorority recruitment process this past January. I analyzed participant insights of 800 women to recommend operational strategies to my team of ten officers as well as craft executive summaries for upper-level administrators. I am excited to see how these recommendations will positively influence the recruitment process this year. In my entrepreneurship classes, I have engaged in team projects in which my team members and I developed product ideas, conducted market research, and refined our ideas based upon acquired knowledge, all leading to the creation of concept statements.

Attached is my resume for your review. I would be happy to provide you with any additional information about my background and experiences you may need. I will follow up with you this week to make sure you received my materials and answer any questions you may have about my qualifications. Thank you for your time and consideration.

Sincerely,

Caitlin Smith