PO Box 3230  
Winston-Salem, NC 27106

October 15, 2019

Ms. Katrina Williams

Director of Human Resources  
The Marketing Group

6402 Spring Blvd, Suite 123

Mesa, AZ 85206

Dear Ms. Williams:

As a summer marketing research intern at The Marketing Group, I witnessed the positive impact of market research. I am applying for the associate marketing project manager position because of my desire to help companies solve problems using qualitative and quantitative data. The Marketing Group’s collaborative culture and meaningful work has inspired me, and it would be an honor to contribute to your continued growth and success.

As a marketing research intern at The Marketing Group, I learned the value of understanding client needs and completing data analysis to help companies reach their goals. I conducted marketing research in a multitude of dimensions from making initial calls to taking detailed notes of in-depth interviews, completing onsite research, and reporting findings to provide business solutions. Using my customer service skills and positive attitude, I persuaded over 750 customers of Chick-fil-A and TJ Maxx to complete customer preference surveys, and used the collected data to influence future marketing.

In addition to my experience at The Marketing Group, I have developed my strategic thinking and interpersonal communication through several leadership activities at Wake Forest University.

* As a marketing intern for the Wake Forest University campus recreation department, I created strategic goals, researched the target market, and conducted Instagram data-analysis to develop a social media campaign, increasing followers of the department by 15% in 30 days.
* As director of marketing and social media for Wake Forest’s chapter of Girl Up, I coordinated social media campaigns for fundraisers, designed contemporary flyers to market events, and increased Facebook engagement by 21%. I led professional development workshops for over 150 middle school girls to promote gender equality, education, and self-confidence.
* As the academic chairperson for my sorority, I strategized with members to create action plans for improving academic performance and designed innovative recognition and incentive programs using social media to increase academic achievement.

With my business and marketing experiences and skillset, I am confident that I will positively impact The Marketing Group’s goal of providing smarter research and better service. I will call next week to see if there is more information I can provide about my experience. Thank you for your consideration.

Sincerely,

Jane Reynolda