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April 22, 20XX

Keeshia Rodell
Marketing Director
Echomedia Marketing Group
123 Avery Place
Atlanta, GA 30355

Dear Ms Rodell:

John Bingham of Hemming Communications tells me that you are seeking a marketing assistant at the Echomedia Marketing Group, and he suggested that I send you my résumé. I am particularly interested in the public relations work that Echomedia has done in the non profit sector, and I hope you'll agree that my academic background in English along with my promotions internship with the Experience Music Project make me a good candidate for this position.

In June, I will be receiving my BA in English and Communications. My background includes relevant course work in mass media communications, concepts of new media, media structure, and cross-cultural communications. I have also developed strong writing, persuasive, and critical analysis skills through my major in English.

In the course of my internship in promotions, I gained practical skills in managing media campaigns, doing press work, and planning promotional events. One of my tasks with the EMP was to prepare promotional materials for upcoming museum events and to distribute these materials to the local media. Because there was often very little lead time, I learned to obtain information quickly and assimilate it into a persuasive set of ad materials in short order. At the end of the internship, I was commended by my supervisor, Mary Smith, for producing high quality work on a strict timeline. I am diligent, creative, and flexible, and I work well as a member of a marketing team.

I look forward to speaking with you about the suitability of my English and marketing background for this position with Echomedia. If you have any questions, please feel free to contact me at 706-864-7727. Thank you for considering my application.

Sincerely,

Nigella Nighthawk

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**Adapted from sample cover letter created by the English Department at University of Washington*

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