

# SAMPLE COVER LETTER

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Student Firstname Lastname  
585-555-5555 (cell) • meliora@ur.rochester.edu

August 31, 2017

Hiring Manager Firstname Lastname  
Title  
Business Name 1  
Business Name 2 (if needed)  
Street Address  
City, State Zip Code  
email@email.com

Dear Ms/Mr. Lastname,

Entering my junior year in college I am becoming increasingly interested in marketing and the impact social media can have in driving results for businesses. I found your Social Media Internship on the Entercom website, and would like to enthusiastically request consideration for this opportunity. As a Rochester native, I grew up listening to 98PXY in the afternoon, and have more recently become an active listener of The Buzz. I have both an academic and practical background in social media management and engagement, and look forward to applying this within an entertainment organization.

At the University of Rochester I am majoring in English in the Language, Media and Communications track. Within this I have taken several marketing courses, as well as Social Uses of Media and Broadcasting in the Digital Age. Combined, these courses have given me an understanding of how important social media presence can be to the brand of an organization, particularly within media and broadcasting.

I have put this knowledge into action as the Social Media and Marketing manager for Delta Gamma Sorority this past year. In this position I manage all print and online marketing for events, maintain an online blog, and update our Facebook page and Twitter feed. In this role I frequently scour the internet for interesting topics and articles that appeal to our membership, connect with other organizations for cross-member marketing, and create a fun, interactive message for our sisterhood. During my tenure in this position we saw a 200% increase Facebook page likes, 43 event and update shares, and were recognized by the Student Association with a "Social Media Powerhouse" award. This experience has been a great introduction to social media management, and I'm looking forward to now applying this in a corporate setting.

Per your internship description, I am able to receive credit for your internship through the English Department at UR and I am available for 15 hours per week on weekdays and weekends. I'm particularly interested in an internship at Entercom due to the wide range of radio stations and listener types you engage with, and believe I can both contribute to and learn from those I would be shadowing and working with. Please let me know if I can provide you with any additional information beyond my attached resume, and I will follow up early next week to ask if there are any additional steps I should take. Thank you very much for your time and consideration.

Sincerely,

Student Firstname Lastname  
University of Rochester, 500 Wilson Blvd  
Rochester, NY 14627  
585-555-5555 (cell)  
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