

## Laura Kennedy

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Ms. Ashley Wiley  
Recruiter  
17 Executive Park Drive  
Suite 236  
Atlanta, GA 30329

Dear Ms. Wiley,

I learned of your need for an Entry-Level Copywriter at Nexus Marketing when looking through Emory University's Handshake system. As a double major in Sociology and Media Studies, I have spent the last four years honing my written communication skills and have demonstrated my passion for service and writing through internships, student involvement and my coursework. I am confident my academic background, keen attention to detail and interest in content creation will make me an asset in serving your clients.

I was drawn to Nexus Marketing because it combines two of my greatest interests: writing and nonprofits. During my sophomore year, I became heavily involved in Big Brothers Big Sisters in Atlanta and I now serve as its Brand Ambassador to Emory's campus by recruiting new volunteers. This opportunity deepened my appreciation of serving the community around me, while also giving me the opportunity to learn about fundraising, blogging and youth mentorship. While pursuing my degree, I also held an internship at Nebo Agency, which provided me with the opportunity to work in brand strategy, marketing, and communications; an experience which well prepared me to transition into Nexus' online marketing and SEO work. In my academic, professional, and leadership positions, I have learned the value of taking individual initiative and how to work independently. At Nebo, I convinced senior management to begin advertising on Snapchat through my independent industry analysis, which resulted in web traffic increasing by 15% in May 2019. This example is indicative of the initiative and creative thinking I will bring to Nexus.

I enjoy learning, taking on new challenges, and focusing on results. I had no understanding of email marketing when I began a part-time position at Applerouth Tutoring Services, but I was able to learn each part and excel, resulting in crafting entire campaigns from start to finish. A recent campaign I created resulted in 50% open rate, which exceeds the average email open rate of roughly 20% according to Mailchimp. I am organized and know how to manage my time efficiently to get the job done. In addition to my full course load, I worked as an Orientation Leader and Peer Health Partner, while volunteering on two committees in my sorority. The variety of involvements I have balanced has given me the discipline needed to manage multiple clients and writing assignments.

Please refer to my enclosed resume for further information regarding my qualifications. I look forward to discussing your organization and how I can bring my love of writing to your clients. I can be reached by cell phone at (404) 555-3838 or by email at [laura.kennedy@emory.edu](mailto:laura.kennedy@emory.edu). Thank you for your time and consideration.

Sincerely,

**Laura Kennedy**

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