

## Violet Gold

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Dear Hiring Committee:

My name is Violet Gold and I am excited to apply for your team's open "Marketing Intern, Community Growth" position, which I recently discovered on Handshake, through the University of Washington. I have been following Highspot's recent innovations in digital marketing and search engine optimization strategies for the past three years, and after learning more about the company's virtual community growth campaigns and deep commitment to customer support, at the UW Info Session hosted by Allen Suzzallo on January 8th, I am confident my previous work and leadership experience make me an excellent fit for this position.

During my three-month internship at Panopto in the summer of 2021, I gained extensive knowledge of tech product marketing strategies and developed solid skills in HTML and CSS, which I used to create a more user-friendly design for Panopto's online training modules. As a frequent user of Panopto myself, my perspective helped inform key decisions regarding the modules. Since June, I have also served as a communications specialist and student assistant for the UW English department, where I have used my HTML and CSS skills to improve the organization and accessibility of the department's main website, and launched 3 separate email campaigns promoting upcoming English department events and new resources. I would be elated to contribute these skills if selected as a Marketing Intern on your team at Highspot.

Additionally, as the current president of the UW chapter of the American Marketing Association, I have developed strong project management, public speaking, and interpersonal skills. As president, I manage a six-person team and recently planned a banquet for 300 attendees including local industry leaders and prominent UW marketing faculty. As club president, I have become highly skilled at supporting my team in individual meetings as well as speaking to all members in a larger group setting, both in person and virtually.

I would be thrilled for any opportunity to speak with you further about my qualifications and interest in joining the Marketing team at Highspot. Please contact me at (206) 555-1234 or violetg@uw.edu. Thank you for your time and consideration.

Sincerely,  
Violet Gold