

Violet Gold

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Dear Hiring Committee,

I am excited to apply for your team's open Marketing Intern - Community Growth position. As a current marketing and data analytics student, I am passionate about using my creativity and data skills to help companies elevate their impact. After learning more about your company's virtual community growth campaigns and deep commitment to customer support at the UW Info Session hosted by Allen Suzzallo on November 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 202X, I applied my extensive knowledge of tech product marketing strategies and developed solid skills in HTML and CSS to create a more user-friendly design for online training modules. As a frequent user of Panopto myself, my perspectives 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 use my HTML and CSS skills to improve the organization and accessibility of the department's main website. Additionally, I have launched three separate email campaigns promoting upcoming English department events and new resources, resulting in an increase in email tracking engagement. I would be elated to contribute these skills as a Marketing Intern on your team at Highspot.

As the current President of the UW chapter's American Marketing Association, my strengths in program management, public speaking, and interpersonal communication have allowed me to successfully manage a six-person team. I recently coordinated a banquet for 300 attendees including local industry leaders and prominent UW marketing faculty to increase our student network. I have also become highly skilled at supporting my team through monthly individual check-ins and weekly large group meetings, both in-person and virtually on Zoom.

I have been following Highspot's recent accomplishments in digital marketing and search engine optimization strategies for the past three years. With Highspot's impact in empowering go-to-market businesses with actionable analytics and AI-driven methods, I am thrilled about the opportunity to contribute to such an innovative team.

I look forward to speaking 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