

Cover Letter Example

Finn Anderson

(200) 250-1234 | finn.anderson2@gmail.com | LinkedIn: Finn Anderson

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Trinchero Family Estates
100 St. Helena Hwy (Hwy. 29)
South St. Helena, CA 94574

Dear Hiring Team,

After encountering Trinchero Family Estates at a Chico State Career Fair, I was immediately drawn to your company's innovative approach to brand expansion and marketing strategies. Your ability to continuously introduce new brands and execute creative campaigns is truly impressive. With a strong academic foundation in business marketing from Chico State, and a demonstrated track record of fast learning, high engagement, and charisma, I believe I would be a great addition as the Brand Marketing Intern.

Beyond my academic qualifications, I possess a natural curiosity and eagerness to learn. This mentality has helped me contribute to a project that I am currently working on with a popular coffee shop, The Naked Lounge. My current project is to analyze the demographic, sales, and efficiency of the Naked Lounge's marketing strategy. When presented with this project, I dissected the brand foundation and began an analysis. With my team, we created pricing strategies and maintained data in Excel, as well as identified future opportunities through compelling PowerPoint presentations.

My current position as a Graphic Specialist strongly complements the skillsets you are looking for in your ideal candidate. Working closely with my manager, we set manageable production timelines to produce print and online advertisements. I create and design original content utilizing Adobe InDesign and Illustrator while staying on brand with our company standards. In order to engage targeted audiences effectively, I stay up to date with current trends and competitor marketing strategies.

In closing, I am sincerely excited about the opportunity to contribute to the dynamic brand marketing initiatives at Trinchero Family Estates. With my passion for both brand development and the wine industry, I am eager to bring fresh perspectives and dedicated work ethic to your esteemed team. Thank you for considering my application, and I look forward to the possibility of discussing how my skills and experiences align with the goals of Trinchero Family Estates.

Sincerely,

Finn Anderson

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