

Michaela Smith
Senior Communications Manager
Smith Communications Inc.
70737 Broadway, 2nd Floor
New York, NY 10021

Re: Marketing Communications Coordinator Position

Dear Ms. Smith:

I was very excited to see your recent ad on nytimes.com for a Marketing Communications Coordinator. Not only do my work background and skills match the job requirements, but I am also a huge fan of your company. I've been following Smith Communications on Twitter since college and am especially interested in the work you do for environmental clients. My resume is attached for your review.

I have an MBA in Marketing from the Frank G. Zarb School of Business. I interned at Jones PR, where I helped maintain their media list, assembled and distributed media kits, and researched and compiled news for a weekly internal newsletter. The internship was a great introduction to real-world public relations and helped me learn what it takes to be a valuable team player. Since then I have two years of practical staff experience as a PR assistant at ABC Communications & Marketing Inc. Many of my responsibilities are similar to those of the coordinator you seek: monitoring, tracking, and recording media coverage using CisionPoint; assisting the PR team with administrative work; creating, communicating, and distributing PR information and materials; helping to coordinate product launches and company events; drafting and editing press materials; and maintaining PR activity calendars and meeting agendas. I'm also well versed in MS Word and Excel, PowerPoint, Adobe, and a variety platforms of social media.

In addition to strong organizational skills and the ability to work with various people and teams, I take direction well and thrive on deadlines. I'm also proactive, and can pick up and mn with things if needed. For instance, last year ABC was brainstorming a way to raise awareness of the organization within the local community and to also raise money for an environmental cause. I introduced the idea of holding a biannual "green" fair on the grounds of the local college, my alma mater, with local businesses making donations so they could exhibit at the fair. We raised nearly \$8,000, and ABC saw a 30% increase in website hits and added 500 new fans on Facebook.

It would be a pleasure to meet with you to learn more about the position and Smith Communications. You can reach me at (999) 999-9999 or student@pride.hofstra.edu. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

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