

ANITA B. JOB

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Month, date year

HSN
Attn: Hiring Manager
1 HSN Drive
St. Petersburg, FL 33729

Dear HSN Hiring Manager:

The Home Show Network has been a favorite in my house since before I can remember, so I was ecstatic when I came across the listing for your Summer Marketing Intern position. I am a junior, Management major, concentrating in analytics, with professional sales, communications, and psychology minors at Elon University. These areas of study have positioned me to assess and solve problems, collaborate with teammates and communicate results via written and presentation format.

My undergraduate coursework includes classes such as Communications in a Global Age and Business Communications, both of which have attributed to my growing verbal and written communications skills. In my communications class, I collaborated with three other students to research and then produce a written document and a presentation that outlined a SWOT analysis for a start-up company. In my business communications class, I was able to sharpen my writing and presentation skills once again, as I completed tasks such as: a business report, a status report, and a presentation.

As my attached resume shows, I have also worked in retail, giving me valuable experience that can be applied to this internship. While working in retail, I learned to anticipate customer needs, before they even had time to ask. This is a skill set that I can put into immediate use in an internship with HSN, as an essential part of marketing is anticipating customer behaviors.

I look forward to hearing from you, and further elaborating on my qualifications in an interview. I am available after 3 PM Monday-Friday at (555) 555-5555 or at anitaj756@elon.edu. Please feel free to contact me if you have any additional questions.

Sincerely,

Anita B. Job