

IMA PROUD SPARTAN

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February 3, 2019

Tristan Smith
Account Executive
Ogilvy & Mather
636 11th Avenue
New York, NY 10036-2013

Dear Mr. Smith:

As a Michigan State University junior pursuing the fields of advertising and marketing, it is a goal of mine to work for your world-class agency, Ogilvy & Mather. I am writing you because I am interested in the account management internship that you have open this summer. I learned about this position after talking with Michelle Hartnett, a talent recruiter at your Chicago office, who recommended that I apply.

I know that account managers must demonstrate interpersonal skills, strategic thinking, an ability to manage team relationships and a passion for delivering on promises. My role with Michigan State University's Advertising Association exposed me to the account management role and how it connects all parts of a successful business. I worked on cross-functional teams and gained experience in client pitches, creative thinking, media relations and research.

Aside from the fact that I love great advertising, I know my skills match well with the demands of the job. During the fall of 2014, I worked with King Media assisting the company's account coordinator in the development of advertising collateral for various clients. In this role, I gained an understanding for how to engage audiences and hold their attention with the creation of tailored messaging and enticing graphics.

I will be in New York City the second week of March. I would love an opportunity to talk with you in person. I am confident that my experiences and my coursework at MSU will enable me to make a valuable contribution at Ogilvy & Mather. Thank you for your time and consideration.

Sincerely,

Ima Spartan

Ima Spartan

COVER LETTER TIPS

Consistency is key: Use the same header on your cover letter that appears on your resume.

Address your cover letter to a specific individual at the company whenever possible.

Introductory paragraph: List the exact job you are applying for, say how you heard about the position and who you know.

Body paragraphs: Align your experience with the qualifications needed to fulfill the job you are applying for.

Closing paragraph: Summarize what you have said, and thank them for their time and consideration.

Sign your name!