**COVER LETTER**

Subject: Liz Lerner – Marketing Intern Position

Dear Mr. Peters,

It was with much interest that I read your posting on the ABC College job board inviting applications for a marketing internship at Brand Solutions Inc.

As an honour’s student in marketing, I have successfully completed upper-division coursework in marketing management, print and online advertising, social media management, and data analysis, which have provided me with a firm understanding of rising market strategies and technologies.

This coursework included on-site practicums with Boyd Brothers LLC and Boulevard Bistro, where I helped the owners of these businesses establish their first-ever social media presence on Facebook, LinkedIn, Instagram, and Twitter. This involved setting up their accounts, creating photo and video content, writing posts, launching digital ad campaigns, and tracking user engagement via Google Analytics and Facebook Analytics. I am also well-versed in the use of Adobe Creative Cloud for graphic design and Microsoft Office suite.

Impressed by the press that Brand Solutions Inc. has received in Market Branding Today and on Forbes Online, I am eager for the challenges and opportunities I would experience as your next marketing intern. My resume is attached; may we please schedule a personal interview to discuss my qualifications for this role in greater detail? Thank you for your time, consideration, and forthcoming response.

Sincerely,

Liz Lerner

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555-123-4567

www.linkedin.com/in/lizlerner *(optional)*