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| Letter of Introduction for Internship |

**ANN JOHNSON**

**HUMAN RESOURCES MANAGER**

**UNIVERSAL McCann**

**GLOBAL HEADQUARTERS**

**SOMEWHERE NEW YORK, 10001**

**Dear Mrs. Johnson**

I am writing to express my interest in a summer internship with Universal McCann. I have long admired UM’s commitment to blurring the lines between art and science to offer better outcomes to clients. I have a great appreciation of the way UM uses data and analytics to power the approach to planning, investment, and custom content creation. I believe that my educational background and previous internship have equipped me to contribute to such an environment.

I am currently majoring in marketing at (insert university name) and will graduate at the end of the year. I believe that an internship with your company will provide me with an excellent opportunity to learn and offer me the exposure I need to help me in my future career. At the same time, I can use what I have already learned to the benefit of your clients.

In the course of my studies, I have acquired an understanding of cutting-edge design trends and best practices, including Mobile Application Design and Principles of User Experience. I learned and applied skills, such as designing software for different operating systems and mobile devices.

I previously held another internship with a local advertising agency in my hometown worked on several projects with clients. I helped several local restaurants to modernize their websites, become mobile-friendly, and offer a more user-friendly experience to customers. I also helped them to establish their presence on social media and receive feedback and reviews.

In my work as a barista on campus over the past two years, I believe I have gained insight into the importance of building a memorable consumer experience that aligns with a brand. I have also had to learn how to collaborate as part of a team, communicate clearly, and take the lead where necessary.

My strengths lie in the field of digital marketing, particularly social media marketing. My studies have given me an understanding of how to use advanced analytics to understand the relationship between marketing, media and results. I understand the importance of tracking performance against outcomes such as sales and market share. The use of predictive models to optimize traditional media mix in-flight and digital media channels in the moment is an area of interest to me.

I also resonate with Universal McCann’s core values of care and community to guide us in bettering our world. I spend some of my spare time volunteering at a local charity shop and I helped to improve their website for them so that they could get more attention for their charity online. Making sure they had a solid presence on social media has led to more people becoming involved.

My resume is attached, and I would appreciate your consideration of my application for an internship. I believe I could contribute to your team and look forward to hearing from you.

**Sincerely  
Grant Meaker**