

# Advertised Internship Position Letter

1234 D Warren Street  
Greensboro, NC 27403  
January 8, 2012

Bill Smith  
Vice President  
Glover Marketing Group  
8910 Main Street, Suite 408  
Greensboro, NC 27406

Dear Mr. Smith:

I am writing to express my interest in the Public Relations Internship you recently listed on Spartan Careers. I have researched Glover Marketing Group, and I am very impressed with the range of clients your company represents and the variety of services you provide. I will be graduating from The University of North Carolina at Greensboro in May with a dual major in International Business and Economics and am actively seeking an internship where I can apply my educational knowledge, technology skills, and my ability to communicate and relate to multiple cultures.

As you will note in my enclosed resume, my prior experience at Walt Disney World (WDW), as a member of the College Internship Program, I significantly improved my interpersonal communication skills while I learned to successfully maintain brand and customer loyalty. I interacted with hundreds of guests of varied backgrounds on a daily basis, providing them with exceptional service to effectively meet their needs and keep the "magic." While at WDW, I developed transferable skills such as quickly resolving conflicts for customers and effectively interacting with patrons from around the world.

In addition to my internship, studying abroad in Mannheim, Germany gave me the ability to communicate cross-culturally, quickly adapt to different environments, and gain insight into international business etiquette. In a class simulation project, my group accepted the challenge of developing a marketing strategy for a company with a new and innovative product. We conducted research and compiled results to formulate a 20 minute presentation on our strategy and recommendations. As the facilitator I delegated tasks and assigned positions to team members. Due to our ability to work collaboratively as a team, the group was successful and earned an A- on the project.

I would welcome the opportunity to discuss the Public Relations Internship with you further in a personal interview. I believe that with my prior experience and skills, I would be a tremendous asset to your company. Should you have any additional questions, I can be reached at 555-555-5555 or Anita\_Diaz@uncg.edu.

Sincerely,

*Anita Diaz*

Anita Diaz

Enclosure: resume