

Leah Schaefer

✉ xxxxx@nwciowa.edu

☎ 507-XXX-XXXX

🏠 Marshall, MN

December 5, 2023

Molli Ginger
HR Recruiter
Wells Enterprises
1 Blue Bunny Drive
Le Mars, IA 51031

Dear Molli Ginger:

I would be an excellent fit as a commercialization intern at Wells Enterprises for the summer of 2024. My experience working as a social media and communications intern, combined with my strong desire to create eye-catching content, has prepared me for a role in which I can offer new and innovative ideas to a team. Additionally, being involved in student activities, athletics, and challenging classes at Northwestern College has pushed me to further develop skills that are valuable in marketing and leadership.

Interning for the Marshall Area (MN) Chamber of Commerce gave me valuable experience in communicating across social media. I analyzed data on Instagram; used Adobe InDesign, Adobe Illustrator, and Canva to create purposeful content; and remodeled different areas of the website. The goal of my internship was to help the City of Marshall transition from no social media presence to regularly brainstorming and executing creative ideas. Additionally, I prepared posts in advance, ensuring that social media deadlines were met. I would gladly utilize this experience to meet and exceed Wells Enterprises' leadership and strategic planning goals.

In addition to serving as a social media and communications intern, I bring skills in event planning. As a senior in high school, I planned an event that included a triple-A hockey team playing a game series in Marshall, MN. I worked alongside my two internship mentors and many others to provide entertainment for over 800 people in our town for the entire weekend. Through this experience, I proved to myself that I could take an idea and put it into action. Completing this event with mentors and others also helped me grow in my collaboration and teamwork skills.

Finally, my classes at Northwestern College have challenged me to develop my skills in business and marketing. Rigorous courses – like Graphic Design, Principles of Financial & Managerial Accounting, and Principles of Marketing & Management – have helped me understand the business marketing field, as well as develop design skills that are important to the success of creating marketing content. I balance an academic load while playing collegiate sports, being an active member in student-led clubs, working as a student ambassador for the college, tutoring students as a speech fellow, and acting as my class representative and chair of the Activities and Events Committee for Student Government. As an intern at Wells Enterprises, I could use my leadership and time management skills while learning more about how to work with new and different leadership teams.

Please find my resume attached. I would love to discuss my qualifications with you by phone at 507-XXX-XXXX or through email at xxxxx@nwciowa.edu. Thank you for taking the time to consider me for this position.

Sincerely,

Leah Schaefer