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February 7th, 2018

Eugene Jones
Talent Acquisition Manager,
Benson Marketing Group,
111 4th Street,
San Francisco,
CA 94103

Dear Ms. Jones:

I am writing to express my keen interest in the Marketing Summer Associate position at Benson Marketing Group, which I saw listed on the company's LinkedIn page. I am currently pursuing my MBA with marketing concentration at San Francisco State University and I am confident that my relevant education, experience and skills related to this position will merit your consideration.

Here are the few highlights from my professional experience at HAV Studios:

- Handled social media needs for HAV Studios by creating Facebook page to increase and improve client interaction
- New client conversion increased by 25% due to this improved digital presence
- Led a team of 3 interns to develop innovative marketing strategies
- Designed a structured marketing and sales plan for HAV Studios with a budget of \$50K for the year 2018

Benson Marketing Group has had an amazing growth record in the digital space in the United States and I would be interested in helping to establish a stronger presence by creating innovative and attractive marketing strategies to venture and grow in international market. My expertise in brand management and strategic planning combined with my technical skill in Salesforce marketing software can prove to be a great asset to the company. As a Marketing Summer Associate at Benson Marketing Group, I feel I make significant contribution to the team while having a great educational and corporate exposure.

Thank you for your consideration of my application. I would appreciate an opportunity to demonstrate in an interview my knowledge of brand management and strategic marketing planning. I look forward to hearing from you.

Sincerely,

William Smith