

Georgina Starbuck

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September 5, 2019

Mr. Brian Shrack, Executive Coordinator
ABC Corporation
555 North Farwell Street
Eau Claire, WI 54702

Dear Mr. Shrack:

Please accept this cover letter and resume as application for the ABC Corporation's marketing coordinator position. Emily Conrad notified me of the open position and I am excited for the opportunity to learn more about your organization. As a recruiter at the EFG recruiting company, my goal is to assist individuals with career exploration, while also assessing talent local organizations would benefit from hiring. I believe there is a strong parallel between my goal and ABC's mission of facilitating the growth of job opportunities in the Eau Claire Area. This is a mission I am eager to contribute to. You are seeking a marketing coordinator with well-rounded marketing experiences and skill sets. Through my professional experiences, I have had the opportunity to organize and implement marketing campaigns, supervise interns, and manage websites and online databases.

In each of my event coordination experiences, I have been responsible for coordinating marketing plans and ensuring all event details were completed. Utilizing Adobe Creative Suite and web design programs, I have created both electronic and print promotional materials for websites, newspapers and local publications. I have also written and distributed press releases and event invitations, as well as participated in newspaper, radio and campus television interviews. Managing and implementing all aspects of marketing is a true passion of mine and I am excited for new challenges with the ABC Corporation.

The ABC's marketing coordinator is responsible for supervising interns. This is an area of overlap with my current position. I currently supervise two interns. The Event Planning intern coordinates all aspects of a large community event and I ensure the details and logistics of the marketing campaign are appropriate. We meet bi-weekly, tracking the intern's progress, planning future priorities and tackling any urgent tasks that arise. The employer intern is responsible for all communications regarding recruitment. This intern meets with me periodically throughout the month to update our processes and materials. Supervising interns is something I enjoy because of the excitement they bring to each project as well as their dedication to produce high quality work.

As a recruiter, I manage a database system allowing employers to connect with qualified candidates for open positions. We utilize this online system for candidates to upload resumes for searches by employers, as well as sign up for a variety of interviews. I manage the details behind the scenes with the employer, set up the interview logistics and promote the opportunity to students. Based on your website, it seems this system is strikingly similar to the ABC's Recruitment Network.

I am very excited to apply for this position because I believe I am a strong candidate and am eager to utilize my marketing and organization skills to help the ABC Corporation achieve its goals. I look forward to speaking with you personally about my qualifications. You may reach me at 555-228-5423 or starbuckg@csp.edu. Thank you for your time and consideration.

Sincerely,

Georgina Starbuck