Hailey Kennedy

3325 W Michigan Ave Kalamazoo, MI 49006

February 28, 2024

Hilarie Carpenter Van Andel Arena

130 West Fulton Street Grand Rapids, MI 49503

Dear Hilarie:

I am writing to you to apply for the Marketing Internship position you have available. After reviewing the job listing, I know I would be an excellent fit for your team. I am confident that my background in marketing research, photography, event planning, and website management would bring a positive element to the role.

I will contribute to the role by bringing my skills garnered through past experiences. In my time at Western Michigan University, I performed two different positions at various companies. These included Inventory Photographer at Maple Hill Auto Group, as well as Marketing Research Intern at Perspectives Consulting Group. The tasks that I performed in these positions highlighted many of the skills listed in your posting, including, but not limited to, Adobe Acrobat, Photoshop, targeted market research, PowerPoint analytic reports, social media and website management, and Microsoft Office. My enthusiasm for marketing is so strong I self-started an independent study in marketing research regarding the need for accessibility in consumer packaged goods. I networked with blind gamers to understand better what accessibility features are needed. I also coordinated and planned volunteer nights for the WMU Advertising Club. My supervisors, coworkers, and professors will also tell you that my enthusiasm to learn and ability to creatively problem-solve and work as a team are excellent.

I have uploaded my resume along with this letter, as you have requested. If I can provide anything further, I would be happy to do so. I would love to be a part of this team that runs a venue that means so much to me. I invite you to visit my LinkedIn profile below to review some of the work and extracurricular projects I have been involved in.

May we meet for an interview to discuss how my skills can meet your current needs? I look forward to connecting with you to discuss this role further. I can be contacted via email at hailey.r.kennedy@wmich.edu or by cell phone at (517) 528-9639. Thank you for your time and consideration.

Sincerely,

Hailey Kennedy

(517) 528-9639

Hailey.r.kennedy@wmich.edu