

EXAMPLE COVER LETTER

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July 30, 2012

Ms. Julia H. Bolling
Bolling Public Relations
2514 First City Tower
Austin, Texas 77002

Dear Ms. Bolling:

In researching public relations companies I have identified yours as a leader in the Austin area. While perusing internships on AccessUT, I learned about your company's Public Relations Intern Program. I believe that my experience as the leader of a sales team, and my previous internship experience on a public relations campaign make me an excellent candidate for the program.

Over the past two years I have sought out opportunities to gain experience in the public relations field. As an intern on the "Are You Credit Wise?" campaign, I learned the importance of carefully created press releases and the power of social media in publicizing an event. Afterwards, I went on to work in customer service for True Wireless Authorized Retailer and became very skilled at marketing new promotions to customers. I was promoted to Assistant Team Leader and in this role created a sales contest to motivate my team. The experiences I have had thus far inspire me to build upon my communication, creative, and leadership skills by pursuing a public relations internship at a larger, more versatile company.

What impresses me most about Bolling Public Relations is the company's excellent reputation for commitment to the client experience. I will contact you within the next week to answer any questions you may have and find a convenient time to meet. I look forward to discussing the intern program with you further.

Sincerely,

(signature)
Victor Pathfinder

Enclosures: Resume
 Official College Transcript
 Research Paper *

*If you are only sending your resume or one enclosure, simply write "enclosure" at the end of your letter. No identification of the enclosed item is necessary.