

## Trinity Kirkpatrick

Marketing Graduate | t.kirkpatrick@myemail.com | (321) 098-7654|432 My Street,  
Columbus, OH 43210

March 15, 2021

Sherry White  
Senior Hiring Manager  
Lunchbox  
(890) 123-4567  
s.white@youreemail.com

Dear Ms. White,

During my final year at Ohio University, I ranked in the top 10% for my live focus group research project. My work helped a local business identify two lucrative new business avenues, increasing its profits by 23% in the following fiscal quarter. I hope to demonstrate similar acumen as a Social Media Assistant at Lunchbox.

As a driven graduate with specific expertise in engaging TikTok content creation, the opportunity to work on major campaigns for a market leader like Lunchbox appeals to me. I believe that the following accomplishments demonstrate that I have the creativity and skills to excel in your team:

- Creating and editing a series of TikTok videos during my internship that contributed to a following increase of 25%
- Receiving praise 4x during my placement assessments for my ability to analyze content performance and act upon points for improvement
- Achieving the highest possible score for my marketing planning coursework module

I look forward to meeting you to explore how my strong knowledge of social media marketing strategies and committed work ethic can help Lunchbox meet its goals in 2021. Please don't hesitate to get in touch to arrange an interview.

Sincerely,

Trinity Kirkpatrick

P.S. I would like to explain why I was shortlisted for a 2020 College of Business Student Award.