

## SAMPLE COVER LETTER - MARKETING

### ERICH KRAUS

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February 9, 2016

Marketing 123  
1 Marketing Lane  
Miami, FL 33101

Dear Ms. Mitchell,

I am writing to express my interest in an internship with Marketing 123. I graduated in 2015 with a Marketing degree from the University of Vienna, and I am currently working as an Online Marketing Coordinator for Weber Maxl & Partners, a law firm in Vienna. I am seeking an internship at your company to learn about the U.S. market and your unique marketing research strategies.

In my previous positions, as a Marketing Intern at Passagen Verlag and as a Field Marketing Coordinator for Reindl & Company, I had the opportunity to use my education while gaining new skills. In both cases I worked as part of a team where my communication skills and calm approach to solving problems were appreciated. As an Online Marketing Coordinator I am learning valuable search engine optimization skills, which will make me a more competent marketing professional in a variety of settings.

CIEE, a visa sponsor designated by the U.S. Department of State, will facilitate the visa process. I will be on a J-1 Exchange Visitor Program which allows me to legally train in the U.S. for up to 12 months. CIEE will support us throughout the internship. More information on CIEE's J-1 Intern/Trainee programs can be found on their [website](#).

An internship at Marketing 123 would allow me to broaden my horizons even further and deepen my understanding of the field of Marketing. I believe I would be an energetic and positive addition to your team. I am hoping to begin an internship in September 2016 and I would welcome the opportunity to speak with you. I can be reached at 617.555.1343 or via email.

Sincerely,

Erich Kraus

## SAMPLE RESUME - MARKETING

### ERICH KRAUS

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#### Education:

University of Vienna, Vienna, Austria

Degree: Marketing Program, May 2015

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#### Experience:

##### Weber Maxl & Partners - Vienna

June 2015 – Present

##### Online Marketing Coordinator

- Manage website content and communicate changes and updates to the rest of the team
- Partner with communications team to implement website changes
- Develop and execute SEO strategy
- Responsible improving the website user experience of four websites

##### Passagen Verlag - Vienna

September 2014 – May 2015

##### Marketing Intern

- Executed marketing efforts for poetry and other titles
- Created and updated online marketing pages
- Coordinated traffic of catalog pages and gallery copy
- Performed administrative departmental tasks as needed

##### Reindl & Company Marketing – Vienna

May 2014- August 2014

##### Field Marketing Coordinator

- Managed event registration and attendance at two major seminars
  - Provided field event support, including venue selection and event logistics
  - Tracked and followed up on customer leads
  - Responsible for data collection, input, reporting, and analysis
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#### Additional Skills:

**Computer:** PC and MAC proficient, MS Office Suite, HTML, Photoshop, Illustrator, InDesign

**Languages:** Fluent in English and German, basic Spanish, Czech and Russian

**Activities:** Vice President of Students' Council, University of Vienna 2014/2015