

Date

Your Contact INFO

Company Contact info

Dear Ms. Jones (always get a name):

Please accept this letter of interest for consideration for the spring public relations internship position at Ogilvy Public Relations Worldwide. I would be honored to apply my knowledge, experience and passion to your organization.

As a junior at William Paterson University, I have built credentials that would make me an ideal candidate for an internship position. I am the vice president of our Student Public Relations Association (SPRA) where I have successfully led a variety of initiatives. I serve as editor-in-chief of our public relations newsletter, *The Pioneer PR Report*. I also managed logistics for a major campus event which helped raise more than \$1,000 for Special Olympics New Jersey. The event was attended by more than 500 students and faculty members and featured educational games and guest speakers. For this event, I secured media coverage on our campus radio station, television station and in our campus newspaper *The Pioneer Times*.

In my public relations and journalism courses, and as part of the SPRA, I have written press releases, pitch letters and media alerts. I also have produced public relations plans which feature research, objectives, strategies, calendars, budgets and tactical elements. I am familiar with media monitoring and analysis and I am proficient with Lexis/Nexis and other online search databases.

I understand Ogilvy is a leader in social media marketing. In this area, I have created a Facebook career networking page for students, which now boasts more than 2,000 members and maintain both a Twitter account and a blog. I am happy to share links to these pages with you.

In addition to my academic and extra-curricular background, I work more than 20 hours per week to finance my own education. My work as a waitress has taught me to successfully multi-task and to deal with a variety of people. I would certainly apply these skills to the fast-paced business of public relations at Ogilvy PR.

Thank you for your consideration. I look forward to meeting with you to further discuss my interest and qualifications for the internship position.

Sincerely,

Lorra M. Brown