

Joanna B. Seeker  
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February 26, 20xx

Mr. Jonathan Smith  
Human Resources Director  
BBDO Atlanta  
1 Alliance Center  
3500 Lenox Road, Suite 1900  
Atlanta, GA 30326

“xx” has been used to denote the year throughout. Fill in as appropriate.
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Dear Mr. Smith:

While attending the BBDO Information Session held at the Vanderbilt Career Center, I learned about the Assistant Account Executive position within your office. As of May 20xx, I will complete my Bachelor’s Degree with a double major in English and Psychology. The Assistant Account Executive position appeals to me because it requires creativity, initiative, flexibility, and the ability to collaborate with a team in order to deliver exceptional service to clients. Throughout my college career, I have participated in volunteer and leadership activities which have allowed me to develop those skills. In addition, my internship experiences have provided me with a solid foundation in client relations.

During summer 20xx as an intern for Ogilvy Public Relations Worldwide in New York City, I assisted Account Executives with a number of clients such as BP, Aveeno, and Dupont. In this capacity, I researched these companies and developed press materials including fact sheets and backgrounders. As the summer progressed, my responsibilities increased and allowed me to gain exposure to all aspects of various campaigns from inception to maintenance. By the end of my second month, I proposed a new method for compiling client data, which the Senior Account Executive for the PR Division implemented in August and has since led to \$20,000 of new projects for the team.

Interning in the Advertising Department at SPIN Magazine provided me the opportunity to collaborate with staff from various record labels and clubs. Thus, I learned many aspects of the business side of the music industry. This experience introduced me to the finer points of securing new accounts and building relationships with clients such as Coca-Cola and Nike. In addition, I assisted the team in planning ten promotional events as part of a summer concert series for emerging artists. These internships, coupled with my leadership in the Psi Chi honorary society and my sorority, have provided me many opportunities to conduct a needs assessment for a group and then create subsequent programming to address those needs. Through this combination of skills and experience, I am confident that I could be an asset to your staff in the Assistant Account Executive position.

The prospect of becoming a member of the Atlanta office of BBDO Worldwide would be a welcome and exciting challenge. If you have questions or wish to arrange an interview, I may be reached at (615) 555-2121 or Jo.b.seeker@vanderbilt.edu. Thank you for your time and consideration.

Sincerely,

Your Signature goes here if sending hard copy.  
Joanna B. Seeker(your typed name)