

Penelope Jackson
1 Campus Road, Box 9999
Staten Island, NY 10301

February 9, 2015

Mitchell Moore, Hiring Manager
Ogilvy & Mather
636 11th Avenue
New York, NY 10036

Dear Mr. Moore,

As a senior Marketing major at Wagner College, I was happy to learn that Ogilvy & Mather is hiring new associates in its Brand Marketing division. I believe that my knowledge of marketing, combined with my extensive experience in working at advertising agencies, would make me an outstanding candidate for this opportunity at Ogilvy & Mather.

At Wagner, I have maintained a 3.7 average in my Marketing coursework and have completed internships at 360i and BBDO. I am currently an intern at MRY, where I work as part of a 7-member team to formulate branding proposals for specific clients and assist with digital project management. Additionally, I am involved in monitoring the organization's social media outlets. I have found that I thrive in fast-paced, client-focused environments, and I look forward to starting my career at a company as large and as prestigious as Ogilvy & Mather.

Besides my Marketing coursework and internships, I have also worked part-time at The Magicx Studio since I was a senior in high school. What originally started as a fun after-school job turned into a true passion for the advertising industry. Since then, I have volunteered for organizations with an international focus, including Habitat for Humanity and the International Rescue Committee. I know that Ogilvy & Mather has many international clients, which makes this Brand Marketing Associate opportunity even more appealing to me.

With my successful academic track record, my internship experience, and my passion for developing marketing strategies, I believe that I will be a valuable asset to Ogilvy & Mather. I have enclosed my resume for your review, and I look forward to the opportunity to discuss my credentials with you. Thank you for your consideration.

Sincerely,

Penelope Jackson