

Leah Daniels

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Benefit Cosmetics LLC
225 Bush Street
San Francisco, CA 94104

Dear Recruiting Team,

A passionate dancer since the age of eight, I have experimented with my fair share of false eyelashes and red lipsticks. Before every stage appearance, I apply what I consider my “secret performance ingredient”: Benefit’s High Beam. After dabbing a couple of drops onto my face, I feel my cheekbones and confidence come to life. While only High Beam can elicit my inner Beyoncé, I experience a similar rush of exhilaration when brainstorming creative marketing strategies and designing promotional materials.

Passionate about everything beauty and communications, I am eager to combine my social media knowledge with my strong communication and organizational skills through Benefit Cosmetics’ Brand and Digital Marketing Internship. The opportunity to expand my industry knowledge by working at Benefit, a company that inspires an empowering ethos through its product branding, would be incredible. I admire Benefit’s playful and confident branding which celebrates individuality and fosters a strong community among its consumers. My ability to craft a compelling narrative through engaging digital content could enhance Benefit’s online community and the emotional connection to the brand.

I am a sophomore at Northwestern University pursuing a degree in Communication Studies. I first discovered my interest in marketing as the Officer of Public Relations for Silicon Valley DECA, when I created an engaging new website that increased our views by 30% and helped manage the organization’s Instagram and X accounts. I learned how to harness social media to connect most effectively with our organization’s members, driving higher engagement rates and fostering a sense of community. In my subsequent role as Silicon Valley DECA President, I enhanced my communication skills by working with 12 student officers to arrange and promote our organization’s first Leadership and Career Development Conference. After assessing our members’ goals, we recruited guest speakers such as Brian Chesky, cofounder of Airbnb, to present workshops on key career-preparation topics. Using creative social media campaigns to communicate the value of these workshops, we attracted over 1,000 members to our conference. I learned how to mass-market a large-scale event and the importance of leveraging a robust online community when promoting a service or product.

As an intern for iCadenza, I gained experience creating strategic social media and product expansion plans. After analyzing the demographics and social media tendencies of the company’s customer base, I created TikTok and YouTube content to increase market awareness, resulting in a 25% growth in followers within three months. In addition, after conducting multiple market, competitive, and financial analyses, I discovered opportunities for the company to earn an additional profit of \$10,000 over three years and capture a new market segment by expanding its services to aspiring professional dancers.

I would love to be a part of a company where “laughter is the best cosmetic.” As an intern, my goals would include expanding Benefit’s presence among college students by organizing campus brand events and increasing customer interaction through social media campaigns. I hope to have the opportunity to further discuss my qualifications with you. Thank you in advance for your time and consideration.

Sincerely,
Leah Daniels

Corresponding Internship posting

Job Description

Benefit Cosmetics is looking for an enthusiastic Brand and Digital Marketing Intern for the US team who is motivated to obtain real-world experience and exposure within a leading global beauty brand. The intern will support both the Brand and US Digital Marketing teams in their day-to-day tasks. As a general overview, the Brand and Digital Marketing department communicates the brand experience through campaign activations, social media, strategic partnerships, and promotions, and facilitates brand exposure to the customer. In your cover letter, please address the goals you plan to achieve with this position and why you want to work for Benefit.

Essential Duties and Responsibilities

- Brand campaign support
- Social media and digital campaign support
- Event support
- Competitive analysis
- Administrative duties

Qualifications

- Organized with the ability to multitask in a fast-paced environment
- Excellent written and verbal communication skills
- Strong analytical skills
- Sees projects to their completion and meets deadlines
- Must be enthusiastic, motivated, responsible, and have a sense of humor