

## Leah Daniels

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Benefit Cosmetics LLC  
Director of Human Resources  
225 Bush St  
San Francisco, CA 94104

Dear Hiring Manager,

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 always make sure to apply what I consider to be my 'secret performance ingredient:' Benefit's 'High Beam.' I discovered this magical highlighter when I visited my local Benefit boutique for the first time. After dabbing a couple of drops onto my face, I felt my cheekbones and confidence brought to life. While only 'High Beam' can elicit my inner Shirley Temple, I experience a similar rush of exhilaration when brainstorming creative marketing strategies and designing promotional materials. Passionate about everything related to beauty and communications, I am eager to combine my greatest interests through Benefit Cosmetic's Brand and Digital Marketing Internship.

I am a sophomore at Northwestern University pursuing a degree in Economics and Dance. I first discovered my interest for marketing while serving as the Officer of Public Relations for Silicon Valley DECA. Unversed in social media before assuming the role, I eagerly taught myself everything related to Facebook, Twitter, and Tumblr and spent hours creating a new website for the organization. Through trial and error, I learned how to harness social media to most effectively engage and connect with our organization's members.

In my subsequent role as Silicon Valley DECA President, I enhanced my communications skills working with 12 student officers to arrange and promote our organization's first Leadership and Career Development Conference. After surveying members to determine their professional goals and desired skills, we recruited guest speakers such as Charles Huang, co-founder of Guitar Hero, to present conference workshops on key career-preparation topics. By expressing the value of these workshops in creative social media campaigns, we attracted over 1,000 members to our conference. During the event planning process, I learned how to mass-market a large-scale event and I realized the importance of leveraging community support and awareness 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 Facebook and YouTube customer contests to increase market awareness and the company's online presence. In addition, after conducting multiple market, competitive, and financial analyses, I discovered opportunities for the company to receive an additional profit of \$10,000 over 3 years by expanding their services to aspiring professional dancers.

I would love to expand my knowledge of the industry by working at Benefit, which presents a uniquely inspiring and empowering ethos through its product branding. As an intern, I would help Benefit expand its presence among college students by organizing campus brand events and social media campaigns that would increase customer interaction. I would value the opportunity to further discuss my qualifications with you. Thank you in advance for your time and consideration.

Sincerely,  
Leah Daniels