

Leah Daniels

2400 Sheridan Road, Evanston, IL, 60201 • (650) 555- 9292 • leah2023@u.northwestern.edu

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Benefit Cosmetics LLC
Director of Human Resources
225 Bush Street
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. 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 knowledge of social media and strong communication and organizational skills through Benefit Cosmetic’s Brand and Digital Marketing Internship. The opportunity to expand my knowledge of the industry by working at Benefit, a company that inspires an empowering ethos through its product branding, would be incredible.

I am a sophomore at Northwestern University pursuing a degree in communication studies and economics. I first discovered my interest for marketing while serving as the Officer of Public Relations for Silicon Valley DECA, when I created an engaging new website and helped manage the organization’s Tumblr and Twitter accounts. 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 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, co-founder of Airbnb, to present 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 Instagram 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 earn an additional profit of \$10,000 over three years 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 helping Benefit expand its presence among college students by organizing campus brand events and social media campaigns that would increase customer interaction. 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