

Claire Robins

Gartenstrasse 10
80123 Munich

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Daggerwing Group

536 Broadway
New York, NY, 10012

To whom it may concern,

I am writing to apply for the Marketing Intern position advertised on Indeed. A native New Yorker, I am currently working on my master's degree in Germany and am eager to return home to gain practical experience in preparation for my thesis on digital consumer behavior. My career goal is to work in marketing for a consulting company, and after a thorough search for internships, I believe this role at Daggerwing best combines my interests in communication, strategy, and marketing technology.

Since early childhood, the internet has been a limitless place to indulge my love of visual design, good writing, and how the two can combine to tell an excellent story. It wasn't until I arrived at NYU, though, that I understood how these early passions intersected with my burgeoning interest in business. My senior thesis compared the brand strategies of three regional finance companies with employee evaluations of their internal culture and organization. I conducted comprehensive market analysis for each company, and developed research methods to gather reliable quantitative and qualitative data from employees. This experience sharpened my conceptual thinking, taught me to take constructive criticism, and sparked my interest in management strategy, which inspired me to enroll in the Media, Management and Digital Technologies master's program in Munich. My master's coursework has expanded my understanding of international business and communications while also developing my tech skills: for a seminar project, I designed and coded my own website, which I then used to gather data about online self-reporting bias.

I gained professional digital marketing experience at the Edna McConnell Clark Foundation: the job pushed my design skillset as well as my business acumen, forcing me to professionalize my creativity, improve my attention to detail, and work independently without sacrificing collaboration. The internship also gave me first-hand insight into how to deploy social media strategically, an experience that profoundly informed my thesis research. My current position at the LMU English Writing Center has further honed the analytical skills I developed at NYU and EMCF. My job is to glance through each student's text and plan a lesson on the spot to help them improve their writing over the long term. In addition to prioritization and quick thinking, this role requires a deep understanding of correct and stylish text; my own writing has improved significantly since I began this job, and my sensitivity to grammatical errors and mediocre writing has gone up exponentially.

My interest in Daggerwing, however, goes beyond my marketing and communications experience: the more I deepen my focus on consumer behavior and business strategy, the more certain I feel that consulting is the right field for me. I like that Daggerwing is a relatively small company, but that it has the global reach of its parent company, Omnicom. Daggerwing would be the perfect place to strengthen my existing skills while getting to know the industry in which I hope to build a career.

Thank you very much for considering my application. I hope to have the opportunity soon to further discuss the position, my experience, and what I can bring to Daggerwing.

Sincerely,

Claire Robins

Disclaimer: The following was a real job posting on indeed.com, reproduced here for educational purposes only. The original posting can be found here: <http://tiny.cc/robinsjob>

Marketing Intern

Daggerwing

New York, NY 10012

Overview

Daggerwing Group is seeking a new Marketing Intern, for our New York office!

As the Junior Associate (Intern) for Marketing and Brand Management, you will have the opportunity to develop strategic, creative, tactical and project management skills as you help to build the Daggerwing Group brand, strengthening awareness of our people and differences, and support activities that generate new leads and win new clients. In this role you will help to write, edit and publish thought leadership, develop paid and organic campaigns for social media, guide development of video and podcast content, and conduct research that is leveraged in new business pitches. This is a short-term (3-month) position that will help you gain client-side and internal communications experience.

About the Job

Marketing and Branding

- Perform ongoing market analysis and research on consulting competition – including tracking and reviewing marketing and branding tactics of competitors
- Manage the Daggerwing Group social media accounts (Instagram, Facebook and LinkedIn) to aid recruiting and overall brand awareness; providing recommendations to boost higher performance
- Assist in producing thought leadership through activities such as interviewing members of the consulting team to generate article ideas, brainstorm content concepts with Daggerwing Group staff, edit website articles based on feedback and create storyboards for video content
- Develop A/B copy for LinkedIn ad campaigns
- Generate, adapt, edit content for decks and PDFs that are used to build awareness of Daggerwing Group for various audiences and influencers

New Business Development

- Conduct background research on prospective clients and their industries, to support the consulting team on new business proposals and pitches
- Participate in planning meetings for new business pitches (such as briefing calls), providing detailed notes and itemized next steps for team use
- Create and edit a range of case examples and capability summaries (based on existing content) that can be used for Request For Information (RFI) and proposal responses
- Provide project management and editing/proofreading support for the consulting team during the proposal and pitch process
- Code the proposals and case studies on SharePoint to make for easy searching for consulting team

Qualifications

The following are necessary skills for all candidates to possess in order to succeed in this role:

- Experience – via education or employment – in marketing, including digital and social marketing strategy and tactical execution
- Strong verbal and written communication skills to effectively relay information accurately for internal audiences
- Ability to write and edit messages and longer-form story-telling content for publication
- Meticulous attention to detail in developing marketing materials and proofreading content
- Creative problem solving and conceptual thinking skills
- Possesses project management skills and has strong organizational skills

About You: This job is not for everyone – if you require an environment with a lot of structure and process, then this job is NOT for you. We're looking for students who possess the following:

- A keen interest in learning Daggerwing Group's consulting competencies and what it takes to change employee and customer behavior
- Positive attitude, a willingness to learn, be agile and open to constructive feedback
- Thrives under pressure in collaborative and non-structured environment, ability to be flexible to continually changing priorities
- High degree of proactivity, a strong work ethic and self-motivated
- Career interest in marketing and/or business development
- Proficiency in Microsoft Office (Outlook, PowerPoint, Word, Excel) on Mac, we are an Apple-friendly environment