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# Cover Letter For Internship Fresher

**John Doe**

123 Main Street

Anytown, MA 12345

johndoe@example.com

(555) 123-4567

August 1, 2024

**Jane Smith**

Internship Coordinator

ABC Corporation

456 Corporate Avenue

Business City, MA 67890

Dear Ms. Smith,

I am writing to express my enthusiasm for the Marketing Intern position at ABC Corporation, as advertised on your company's website. With a strong academic background in Marketing and a genuine passion for digital advertising, I am eager to contribute to your team and gain valuable experience through this internship opportunity.

I am currently a junior at University of Massachusetts, pursuing a degree in Marketing. My coursework has provided me with a solid foundation in market research, consumer behavior, and digital marketing strategies. I am particularly drawn to ABC Corporation's innovative approach to integrated marketing campaigns and your commitment to sustainable business practices. I am excited about the prospect of applying my

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theoretical knowledge to real-world challenges and learning from the talented professionals at ABC Corporation.

During my time at University of Massachusetts, I have developed strong analytical, problem-solving, and communication skills through various projects and extracurricular activities. For example, I led a team project that analyzed social media trends to develop a comprehensive marketing plan for a local non-profit organization, resulting in a 25% increase in their online engagement. These experiences have honed my ability to think creatively and strategically, and I am confident that I can bring this expertise to ABC Corporation.

I am particularly impressed by ABC Corporation's commitment to corporate social responsibility and your recent initiatives in promoting environmental sustainability. I am eager to contribute to your marketing team and to learn from the innovative and dynamic environment that your company fosters.

Enclosed is my resume, which provides further detail about my academic background and experiences. I would welcome the opportunity to discuss how my skills and passion align with the goals of ABC Corporation. Thank you for considering my application. I look forward to the possibility of contributing to your team and growing professionally through this internship.

Sincerely,

**John Doe**