

Rachel Anne France

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1234 N Clark St., Suite 400
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Dear Mrs. Hamilton,

I am writing to express my interest in the Associates program at Ogilvy & Mather. I learned about Ogilvy & Mather through Northwestern University's career fair, where I spoke with Alex Chilton about my related experience. I am currently a senior at Northwestern, studying history and a self-designed major in music business.

As my resume shows, in 20xx I launched a website called BlueNote.com. This site is geared towards performing artists, allowing them to create online portfolios showcasing their work. Through the process of creating BlueNote.com I gained valuable experience in communication and marketing. I worked with a web designer for four months in order to implement my design for the website, trading ideas and sending her descriptions of how I envisioned it. Since its founding, I have also interacted with web users through email, assisting them in solving any issues they had in creating their profiles. Together, these experiences have taught me how to work with both other business owners and customers. In addition, I have developed social media and digital skills through my work on BlueNote.com. I created a marketing plan which included a presence on Facebook and Twitter to drive traffic to my site, created a following through my blog HOT SHOT, and sent out marketing emails to my acquaintances in the music and theatre communities. I now have over 100 registered users.

In addition to this project, I have been involved in various student organizations on campus, where I have honed my teamwork and event organizing skills. As a freshman I was the fundraising chair for a theatre production, and helped plan the main fundraising event by contacting a local café to obtain space free of charge. I also designed a playlist and acquired food for the day of the event. In my junior year I coordinated a lecture for the Northwestern University Students for Liberty. I secured a speaker from the Chicago area, and used Facebook and email to bring together an audience. Now as a senior I am on the executive board of NOM-Northwestern's food appreciation group. As a large group that puts on many events, I have learned the importance of teamwork. I have contributed to the group through baking and selling food for a fundraiser, and will also be assisting in the setup and running of a cookie decorating party. In January I will be co-hosting a restaurant outing in downtown Chicago.

Thank you for taking the time to review my application materials. If you have any questions about my qualifications and experience, please feel free to contact me at (555) 222-1122, or rachelfrance20xx@u.northwestern.edu. I look forward to speaking with you.

Sincerely,

Rachel France