

## Tabitha Guerra

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Dear Hiring Manager,

My name is Tabitha Guerra and I am a penultimate year student pursuing a BBA in Marketing Management from King's College, London. I am writing in relation to my application for your Winter Internship program. I believe that I possess the tenacity, creativity and skills required to excel in this job role, and hope that ABC Company will allow me this opportunity to enhance my professional experience.

I undertook two marketing related internships recently, which honed my marketing and communication experience. In the summer of 2016, I worked with Kaspers Realty as a summer intern; I assisted in compiling a 150-slide market intelligence report on the summer promotion content of 50+ shopping malls in London as a reference for organising promotional events during the holiday season. Another experience was the internship at DeBere & Sullivan, a Marketing & PR consulting firm, as a Trainee Marketing Consultant. My job duties included conducting market research to identify industry trends and assisting my team in developing and implementing the client's marketing strategy. I additionally assisted in designing and posting content for social media marketing. This experience reinforced my skills related to market research, data analysis and digital marketing.

Also, I am a self-starter and an independent thinker. While working with Shine Development Company Limited as an Executive & Marketing Communication Intern, I directly reported to the Asia Pacific President. I was assigned to be the key coordinator on a video project to showcase the employee activities in the APAC region, for internal and external communication purposes. With minimal brief, I drafted the filming guidelines and coordinated the whole filming process successfully across different operational centres. Applying my video editing knowledge of Adobe Premiere Pro, I edited and produced the final draft of the video which was shared with the operational centres and received positive feedback. Handling this project greatly improved my effective communication skills and problem-solving abilities.

I have also proactively participated in wide range of extra-curricular activities during my university life. I was the Organizing Committee member of the college Cultural Society. Along with organising key events for 500+ attendees, I engaged in securing event sponsorships and managing promotional activity. I also awarded as the Finalist of the 2014 Shawshank International Business Case Competition. These experiences have developed my leadership and organisational skills. I am confident that my strong communication, analytical, teamwork skills would allow me to be a fitting candidate for your company. Should you need further information regarding my application, please feel free to contact me on +44 07865432310. I would appreciate the opportunity to meet you and further explain my qualifications. I look forward to hearing from you.

Thank you for your consideration.

Best Regards,

Tabitha Guerra  
BBA (Marketing Management), King's College | Class of 2017