<Company Name>

<Street Address>

<City, State, Zip>

February 2, 2015

Dear PepsiCo Campus Talent Acquisition,

As a graduating senior at the Leeds School of Business at The University of Colorado, I am thrilled to apply for your Frito-Lay Sales Associate position. With a double emphasis in Marketing and Human Resources Management, multiple internship experiences, and a passion for innovation, I know I would be a strong fit for your Frito-Lay team. I am looking forward to holding a position that allows me to apply my managerial skills, as well as implementing and coordinating creative marketing strategies. After speaking with John Converse at the CU Career Fair last week, I quickly became intrigued with PepsiCo because of his obvious passion for his career and the company culture.

Frito-Lay’s commitment to seamlessly create, market, and sell unique products and continuously lead the market in snacks, is the epitome of smart strategy. Communication and organization are two key skills that I possess and that have played a major role in my success in past internships and full-time roles. As a sales team member for Boulder Granola, I have been involved with ensuring the promotion of our granola at local markets and natural food events. As John and I talked about, we both thrive in a competitive environment and are motivated by new challenges each day. This type of healthy competition is exactly what the sales associate position has to offer, and is why I believe I would thrive with Frito-Lay.

Thank you for your consideration in advance. I am confident my experience and education combined would enable me to bring something new and valuable to PepsiCo’s quest to create and sell the world’s premier consumer products and impact millions of lives. Please feel free to contact me via phone 213-321-2133 or email molly.management@colorado.edu

Sincerely,

Molly Management