1212 Walnut Street

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Anne Robertson

Anthem Branding

1000 North Street

Boulder, CO 80304

## Dear Ms. Robertson,

I am a senior marketing major at the Leeds School of Business and I am scheduled to graduate in May 2014. I am very pleased to apply for the Account Coordinator position that was posted on the Denver Egotist page. This position is especially attractive to me as it would allow me to build upon the experiences I have gained through my internships at Egg Strategy and Room 214 in Boulder. I have greatly enjoyed being a part of the creative cultures at both companies and am excited about the prospect of taking on a client-facing position at Anthem Branding. I have a strong passion for helping others achieve their goals.

My work experience, curiosity, and cheery personality make me a strong candidate for this position. At Egg Strategy, my eyes were opened to the powerful relationships that brands can foster with human beings. What energized me most in that role was working to understand tensions between people and the cultures in which they live. I am always fascinated to discover how brands are able to resolve such tensions. At Egg, I acquired a deep toolbox filled with qualitative and quantitative gadgets to take on tough research questions and would be excited to utilize this knowledge to assist Anthem with complex research projects. At Room 214, I learned just how powerful social media data can be in finding slight cultural nuances that, unleashed, can become complete game changers for product categories. Additionally, working at Celestial Seasonings helped me tremendously with my public speaking and client relationship skills. This ensures that I would work effectively and professionally with your clients. No matter the job, I always come to work with a smile on my face, extending a warm hello to my coworkers.

At Anthem, I would be able to contribute my passion for insight, organization, and professionalism in a very meaningful way. Thank you for your time and consideration; I feel that my work experience, personality, aptitudes, and skillsets would make me an excellent addition to the Anthem team. I very much look forward to hearing back from you.

Thank you.

Max Marketing