

Dear Hiring Manager,

I am excited to submit my application for the Entry-Level Marketing position within your company. As a senior Fashion Marketing BFA student at the Savannah College of Art and Design in Atlanta, GA, I am confident that my skills, experience, and education make me the ideal candidate for the role.

Throughout my academic and personal experiences, I have developed a keen eye for content production and the ability to analyze data to create impactful social media campaigns. I understand that marketing requires a blend of creativity and business acumen to effectively reach the target audience and provide an authentic experience. As such, I believe that I have the necessary skills and mindset to excel in this role.

I have some experience in creating content for social media that balances personal/brand image with public engagement. However, I am eager to further hone these skills and to grow as a marketing professional. My international education has exposed me to different cultures and mindsets, which has helped me to develop a love for learning and working hard both independently and collaboratively. I am confident that I can bring my creativity and enthusiasm to the team while leveraging my organizational, collaboration, and communication skills to deliver successful projects.

At the Savannah College of Art and Design, I have gained practical experience working on projects that have enabled me to develop essential marketing skills. I have learned that collaboration and communication are crucial to the success of any project, and I am confident that I can bring these qualities to the position. I am eager to work with a team that values these qualities and that encourages creativity, innovation, and growth.

Thank you for considering my application. I look forward to discussing my qualifications further and learning more about the opportunity to join your team.

Sincerely,

Katerina Servi