

7 January 20XX

Mr. David Painter
Unilever - Singapore
20 Pasir Panjang Rd
#06-22 Mapletree Business City, 117439

Dear Mr. David Painter,

As a third year Psychology major at Yale-NUS College, I have developed a strong interest in marketing through my past internship experiences. I became especially interested in Unilever after speaking with Mr. Carl Brinker, a member of the Dove team, who spoke about the unique project team structure at your organization. My experiences in a large ad agency, a consumer electronics powerhouse, and the beauty industry helped me to define my strong leadership competencies and strategic thinking skills. Please consider me for an interview for the Brand Marketing Assistant Intern position so we can further discuss how my qualifications can meet your needs.

My strong leadership competencies are exemplified within L'Oreal's 2009 Brandstorm competition, which has allowed me to develop my leadership skills in different contexts with people from diverse backgrounds. In the competition, I led a team of three UM students in developing a fragrance for the Maybelline brand by analyzing the existing perfume market. By defining a vision, staying focused throughout the project, my team presented a solution that was consistent with the Maybelline core competence of innovation. As a result, our team was invited to the National Finals in New York, and has the potential to compete at the International Finals in Paris.

My strategic thinking skills allow me to find an unconventional yet plausible solution by considering various sources. This past summer at Leo Burnett, I co-led a team where we created an entirely new brand positioning strategy for Bally Total Fitness and developed several print ads, out-of-home ideas, a TV script, and more. By understanding the lifestyle of the consumer and their needs, we developed a campaign that was relatable and appealing to Bally's target audience.

I am excited by the opportunity to join Unilever and believe that my strong leadership competencies and strategic thinking skills will enable me to make an immediate contribution. Please consider me for an interview for the Brand Marketing Assistant Intern position. If you need any further information, please do not hesitate to contact me at +65-8888-0654 or via email at jamie.tan@u.yale-nus.edu.sg. Thank you for your time and consideration.

Sincerely,

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