
PR Cover Letter Sample

Penny Chan

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August 1, 2021

Mr. Antonio Hairston
Warner Bros. Entertainment Group, WarnerMedia
4000 Warner Boulevard
Burbank, CA 91522

Dear Antonio Hairston,

I am writing to apply for the Fall 2021 Warner Bros. Publicity Internship. I am excited to work at a company that isn't afraid to promote female leadership and was excited when I learned about some of the trailblazing women that run the company such as Johanna Fuentes, Lisa Gregorian, and Blair Rich. I strongly believe that I can contribute to Warner Bros. by bringing my passion for entertainment, knowledge of pop culture, and PR/communication skills. I meet all the essential criteria and am prepared to assist with press conferences, set visits, photos shoots, writing/research assignments, social media, event planning, and other various facets of the business.

As you can see in my resume, I have extensive experience in social media and email marketing—specifically Instagram, Twitter, Facebook, LinkedIn, Mailchimp, and Constant Contact. I regularly work with these platforms at BUTV10, and the Global Development Policy Center. Most recently, BUTV10 produced a two-part special called “20/20 Vision” which featured a panel of alumni who shared their experiences in the entertainment industry. I created a two-week social media campaign to promote the panel on Instagram, Twitter, and Facebook. This consisted of designing individualized graphics for each post and creating eye-catching captions about each featured panelist. As a result, we had a greater number of viewers than expected; we aimed for around 100 viewers and instead had a total of 158 viewers.

My organization skills and experience using Adobe Creative Suite also makes me a great fit for the role. I use these skills regularly while working for BUTV10 and the Global Development Policy Center. For example, I use Adobe InDesign to create BUTV10's weekly newsletters which are sent out via Mailchimp during the academic year. In each newsletter, I format the template and create new graphics to complement each section (important dates, updates, new episodes, member spotlight, and job opportunities). As a result of my time at BUTV10 we have seen viewership double due to my social media efforts.

I look forward to further discussing my skills and qualifications for the Fall 2021 Warner Bros. Publicity Internship. Thank you for your time and consideration.

Sincerely,
Penny Chan

Advertising Cover Letter Sample

Ian Smith

Iansmith@bu.edu | linkedin.com/in/IanSmith | (617) 897-5612

May 2, 2021

Hiring Manager
#3630 Aon Center,
707 Wilshire Boulevard
Los Angeles, CA 90017

Dear Hiring Manager,

My name is Ian Smith and I am a junior at Boston University's College of Communication studying Advertising. I am interested in applying for the Paid Media Associate internship on your website. What excites me about Single Grain is the company culture; the emphasis on growth, and the trust that's put on the employees. With my experience in digital marketing, business analytics, and Google ads along with my abilities to problem solve and my passion for digital marketing, I believe I would be a great fit for Single Grain.

As a marketing intern at Kaplan International Languages, I have honed in on my problem solving abilities by utilizing Google Analytics to identify business challenges such as low lead conversions and website traffic. By analyzing data collected by Google Analytics, I was able to identify that many of our website visitors were dropping off without engaging with any other pages of the website. To fix this, I proposed a redesign of the landing page, making it easier for visitors to navigate through. This was able to help increase website traffic by 35% and lead conversion rates by 15%.

I have also developed my knowledge of Google Adwords and Google Keyword Planner as a marketing and sales intern for Mezame and as an Account executive at AdLab. While at Mezame, I utilized Google Ads to help develop marketing strategies and digital advertisements on Google Search. I first created the Google Search Ad using Google Adwords. I then conducted keyword research to see what popular keywords were being used by our competitors using Moz. After compiling a list of keywords that would be beneficial for our business and help drive more traffic to our website, I utilized Google Keyword Planner to understand the bid prices and competitiveness of the compiled keywords. Some of the keywords I used were "ptsd therapy", "trauma", and "emdr therapist". Having ran the Google Ads for 2 weeks, we saw an increase in website traffic by 109.8% and unique visitors by 172.4%.

I believe I possess the skill and ambition to be a valuable team member at Single Grain and bring value to the team. Thank you for your time and consideration and I look forward to hearing from you.

Sincerely,

Ian Smith

Journalism Cover Letter Sample

May Benji

(361) 755-2561 | mbenji@bu.edu | linkedin.com/in/mbenji

August 17, 2021

Alan Miller
WHDH
7 Bulfinch Pl
Boston, MA 02214

Dear Mr. Miller,

As an African American journalist with family from Sierra Leone, it has always been inspiring to watch other African American reporters and anchors like Amaka Ubaka and Aisha Mbowe on WHDH. WHDH gives journalists the space to be authentically themselves, while covering stories that reflect the Greater Boston area and the country and it is because of that that I am excited to apply for the newsroom position.

I have researched and booked guests through phone, email, Zoom, and social media for a variety of projects. In my last role, my passion for diverse storytelling led me to research and pitch a story for GBH News about the impact of Hmong American gymnast Sunisa Lee's gold medal win in Tokyo on the local Hmong community. Despite the inability to locate a Hmong American gymnast from Massachusetts, I was able to find other potential sources and contact them by email and Facebook within an hour. I conducted my interviews with Megan Khang, the first Hmong American professional golfer, and Michael Khang, the president of the United Hmong of Massachusetts, by phone in time to meet my deadline.

In addition to my experience booking guests, I also have over two years of experience working in newsrooms. I have worked at professional and academic newsrooms including GBH News and BUTV10. As a daily news show producer at BUTV10, I gather and share at least 10 news articles with my team of more than 20 student reporters to assemble stories for our national, international, local, sports, and feature segments. Each morning I film *The Wire*, my co-producers and I are prepared to pivot quickly from our intended stories to those that broke overnight. For example, we rewrote one of our international news stories to mention Prince Philip when he died hours before our show. One story I'm particularly proud of is our coverage of Derek Chauvin's sentencing. Our newsroom engaged in productive discourse that allowed us to understand and correct how we addressed the trial.

Thank you for taking the time to read this letter. I look forward to discussing this position and my skills further with you soon.

Sincerely,
May Benji

Film and TV Cover Letter Sample

Tim Hendrix

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April, 2021

Warner Bros.
3400 Warner Blvd
Burbank, CA 91505

Dear Patricia Saniano,

I am excited to apply for the Executive Assistant position in the TV Affairs Department at Warner Bros. As a child, I would always watch Justice League and X-Men on Saturday mornings. As I've grown older, Warner Bros. TV shows have continued to provide me with the same joy I had when I watched those early morning cartoons. I believe my experience doing script coverage and time management on set would make me a strong addition to the team.

As a full-time intern working on script coverage at Studio71, I learned the importance of diplomatically voicing my opinion when collaborating with others. This skill served me well when I was assigned to cover a comic book about cartel wars. My boss was looking for an IP that could become a potential series. I could tell that he was excited about the comic, but after reading it myself, I thought it was too graphic. Rather than telling my boss I didn't like it, I decided to pinpoint why I thought it would be challenging to work with. I told my boss that although I could see why he would like the story, ultimately, it wasn't in line with the company's brand. My boss read my coverage and decided to not pursue the rights to the comic. He thanked me for sharing my thoughts with him and began to send more scripts my way.

My experience on the set of *Club of Crows* taught me that resilience and an upbeat attitude goes a long way. After a 22-hour shoot, my superior took me aside and commended me for making it through such a punishing day and told me about her first long shoot. After our conversation, I was motivated to continue with the next seven weeks of production. Five of those shooting days went past 16 hours. Our last day went past 23. In the end, the showrunner and director congratulated me on being the only trainee to still be on set (and awake) for the final shot of the season.

Thank you for your time and consideration and I look forward to hearing from you and your team.

Sincerely,
Robert Baudouin