October 11, 2019

Maddie Jobhunter

2812 Thackery Road

Greenville, NC 27858

Mr. Eye Gottajob

Human Resources Manager

Google Inc.

1600 Amphitheatre Parkway

Mountain View, CA 94043

Dear Mr. Gottajob:

As a Communication major, I know the future of business is in the internet. Since Google’s creation in 1998, I have watched it set new heights for a new globally interactive world. Your mission to organize the world’s information and make it universally accessible aligns with my own skills in creating comprehensive communication to enhance an end users experience.

The education I have received at East Carolina University and my previous internships have prepared me for Google. While enrolled in advertising courses, I created media plans for Facebook and Microsoft’s Zune. For these projects, I conducted market research to determine targets and decided which geographic regions to run advertisements in. Additionally, I identified the most effective media placement for a budget of $2,000,000. Both media plans included a situation analysis, an objective, strategies and rationales section, and promotions.

In addition to my work at school I was an intern with Panasonic where the marketing plan I devised and executed placed third in a national competition for driving the most people to their website. While completing an internship with *Our State* magazine, I used Excel and Google Analytics to prepare monthly traffic reports with tables and graphs of click-through rates, pageviews, YOY% increases, unique visits, and popular content.

During the week of March 10 through 14, I will be in the Mountain View area and would like to meet with you. I will call your office this week to determine if your schedule will accommodate a meeting. If you need to reach me before then, feel free to connect with me at jobhunterm14@students.ecu.edu or by phone at 252.328.6050. Thank you for your time and consideration.

Sincerely,

Maddie Jobhunter

Enclosure: Resume