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Jane Jones  
Cosmetics Corporation Ltd  
2 Commercial Road  
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Dear Jane Jones,

I am writing to apply for the digital marketing internship at Cosmetics Corporation Ltd, as advertised on WikiJob. I am in my final year of a Digital Marketing Management degree at Anytown University and last year I was a finalist in the student awards run by the Chartered Institute of Marketing. The skills and experience I have acquired during my time at university, and beyond, make me an ideal candidate for the role.

I am particularly drawn to this internship with Cosmetics Corporation because of the company’s innovative approach to digital marketing. The recent Ethical Beauty campaign really stood out in the new ways it captured audiences via online platforms. I have been following the campaign with interest and have made it part of the focus of my final piece of coursework. I also admire how the company is committed to promoting ethical choices, as this is a cause close to my own heart.

Last year I worked with a team of fellow digital marketing students to create a campaign encouraging consumers to swap single-use plastics for reusable alternatives. Our campaign reached the final of the Chartered Institute of Marketing’s student awards, where the video content that I created was singled out for a particular commendation.

I have also been putting the skills I am learning at university into practice. My friend runs a small business making and selling soaps and scented candles, and I have managed her website and social media accounts for the past few months. Sales have risen around 20 per cent in that time.

I am confident that my skills, experience and passion would make me an asset to the digital marketing team at Cosmetics Corporation Ltd. I would be thrilled to have the opportunity to learn even more by working with a company that is making such an impact in the industry.

Thank you for considering my application and I look forward to discussing this opportunity with you in more detail.

Yours sincerely,

Sarah Smith