



Clara Müller

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StudentJob International B.V.
Mrs. Mustermann / HR Department
Siriusdreef 12
2132 WT Hoofddorp
Amsterdam/Schiphol, The Netherlands

Berlin, 01.06.2017

Dear Mrs. Mustermann,

I am writing in response to your advertisement listed on studentjob.de seeking an Online Marketing Intern which immediately caught my attention due to the vacancies' interesting and challenging tasks. I am currently a third-year Bachelor student, enrolled at the Muster-University in Berlin, searching for an internship from January 2018 in the context of my study curriculum. I believe that my studies in Business Administration combined with my practical experience in public relations make me an excellent candidate for this position.

Why digital marketing? I took an introductory class into online marketing (especially focused on Google Analytics) and enjoyed the theoretical part so much that I can't wait to see how it works in practice. Being able to see exactly what's happening on a site and how you're bringing in your most valuable customers makes online marketing a lot more interesting to me than traditional marketing.

One of my favourite subjects is Management Information Systems, in which we learn to efficiently report on information towards managers using tools like Excel. To do this, we use both analytical and creative skills: this combination will be very useful when analysing website traffic and coming up with improvement points based on that data.

Taking responsibility comes naturally to me; in group projects, I prefer being the one responsible for the end result. An eagerness to learn is another of my qualities, which is why your focus on training and the value given to bringing in new ideas very much appeal to me. Lastly, as a student myself it would be great bringing more people from the same target group to the site, and writing articles related to student life is definitely a plus!

Securing and completing an internship with such an internationally growing company would be a valuable opportunity for me and in turn I am confident that I would make positive contributions to your company and team. Please find attached my curriculum vitae for your review.

Thank you for your time and consideration. I am looking forward to hearing from you soon.

Sincerely,

Clara Müller