

Student B. Media
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UMBC Career Center
1000 Hilltop Circle, Baltimore MD 21250

Dear Internship Coordinator,

After searching for upcoming fall and spring internships, I noticed that the Career Center is looking for a social media intern. As an MCS major who is an avid social media user, I think I will be a great person to fill one of these positions. I'm motivated and organized, and I definitely have the ability to help you cover Career Center events and help you maintain, as well as enhance, your current social media campaigns.

As I have been using outlets like Twitter and Tumblr religiously since 2010, and have accumulated well over 1,000 followers on both platforms, I consider myself trained when it comes to getting a readership on these sites. I work hard to maintain these numbers, and because I am so dedicated when it comes to using these sites diligently on a daily basis, I think I will be able to successfully help the Career Center increase its presence on Twitter and Facebook, and make the profiles more interactive so we can provide even more help to students.

Being a first year student at UMBC has shown me that there are still numerous students who do not know what exactly the Career Center is, or what services it provides. I think that creating an account on a platform such as Tumblr will further be useful to create more awareness about the Career Center's programs and services on campus. As the social media intern, I would go to all big events assigned to me, and while taking photos for Facebook and Twitter, I would also compile exclusive event coverage for students to post on a Tumblr account. After researching what other Career Centers from different universities are doing, it is evident to me that those pages get more readership depending on the visually attractive images placed on them, especially infographics, which I would be more than happy to make. I would also work on consistently updating all the social media accounts with reminders and helpful ideas by using social media managing platforms like HootSuite.

As your social media intern, I would do my best to further spread awareness about the Career Center and its services. I am an outgoing, social person who knows how to organize her time well, and I'm able to work well both independently and with people. Because social media is something I'm comfortable and experienced with, I think I can help showcase the hard work the faculty at the Career Center does year-round.

I'm so grateful that you have considered me as a candidate! I hope to hear from you soon.

Sincerely,
Student B. Media