

## Sample Cover Letter - PR/Sales Internship

Ithaca College  
953 Danby Road  
Ithaca, NY 14850

December 16, 2019

New York Minute Magazine  
580 Grand Street  
Brooklyn, NY 11211

Dear Mx. Smith:

My name is \_\_\_\_\_ and I am a \_\_\_\_\_ major at Ithaca College. I found the position for Business Development Intern posted on Handshake and was immediately intrigued. My unique experiences, ideas, and passion for written word equip me with the skills necessary to help New York Minute Magazine become a top online magazine. In addition, I take pride in supporting a company whose main initiative is to empower women through redefinition of success.

I believe that effective business operations are the result of teamwork, efficiency, and a commitment to creativity. In my experience as a Peer Career Advisor in the Office of Career Services at Ithaca College, I have come to understand the importance of independent work as it contributes to team productivity. I exercise effective communication skills with peers, employ conflict-resolution and problem-solving when helping and advising students, and provide creative solutions to streamline career-related research on a daily basis. I'm excited at the thought of applying those skills to conduct market research and drive business decisions at a publication like New York Minute Magazine. In addition to being a Peer Career Advisor, I also intern with a small business where I use Google Analytics to review their social media and web presence. Being able to work with the Alley Cat Café has helped me come up with out-of-the-box ideas to increase viewings and interaction.

A commitment to restorative practice and transformative justice go hand-in hand with women's empowerment. I believe that we have the power to make change through written and spoken word, so I harness my effective communication skills to do my part in this initiative. Enjoyable and entertaining content that increases web traffic as well as informs the masses is key in a startup like New York Minute Magazine. If selected to become part of the team, I would contribute my skills and solutions to increase meaningful engagement on all platforms. Thank you so much for your time and consideration, I am happy to provide any additional information needed. I can be reached by (phone) or by (email) at any time. I look forward to speaking with you!

Enthusiastically,

(Signature)

(Typed Name)

# PR/Sales Internship

## **Internship Details:**

- Remote/Virtual, 50 - 100 employees, Journalism, Media & Publishing industry, Private company
- Unpaid

NOTE: This internship is for academic credit only. All candidates must be current undergraduate or graduate students.

## **Company-provided Information:**

New York Minute Magazine is a rapidly growing online startup, with a virtual office. Here at New York Minute Magazine, we are devoted to empowering women and redefining what it means to be successful. We invite everyone to share in our love for the written word and use it to say something meaningful. We know that life can be busy, so we strive to provide our readers with a daily dose of useful and enjoyable entertainment that can be read in a 'New York Minute'. Visit our website to learn more!

## **Why should you apply?**

- Our motto is "Your Story Starts Here", because we are passionate about helping interns in their road to success. Still a newbie in your field? No problem. We'll help you get to where you want to go.
- We offer internships year-round, with flexible hours and an upbeat work environment! Our positions are perfect for current students.
- We have a completely virtual office, so you can work from ANYWHERE and there's no commute!
- We have all of our meetings via video call, so get ready for casual Friday every day, and by casual Friday we mean wearing your pajamas at 4 pm on a Tuesday.
- We are very serious about having fun. No bores allowed! (You better be caught up on your Game of Thrones!)

## **About the Position:**

Do you have lots of great ideas rattling around in your head that could help a startup succeed? Do you think you have what it takes to help take us get to the big leagues of the online magazine world? If you're a creative, but business-minded individual, let us give you a chance to showcase your skills! You will research and implement new methods to increase web traffic, as well as assisting with general business needs.

## **Qualifications:**

- Ability to work 15 hours/week for 6 consecutive months
- Excellent problem-solving skills and research skills
- Ability to come up with creative solutions to business obstacles
- Knowledge of Google Analytics, conjoint analysis, and SEO practices
- Ability to work independently
- Fundraising Experience

## **Responsibilities:**

- Conduct market research
- Help drive key business decisions and influence business results
- Conduct website traffic analysis and brainstorm on ways to raise traffic and increase our reach
- Help with financial planning and improvement of the business plan
- Assist with SEO needs and improvements
- Specific responsibilities and detailed projects will be determined based on your educational background, interest, and skills.