Elizabeth M. Page

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January 16, 2016

John Smith
The Philadelphia Orchestra Association
260 South Broad Street, 16th Floor
Philadelphia, PA 19102

Dear Mr. Smith:

I am a Smith College junior writing to apply for the summer Marketing Intern position at The Philadelphia Orchestra Association. I would be excited to bring my experience in marketing, background in music performance, and love of symphonic music to this opportunity.

As Marketing and Public Relations Manager for the Smith College a cappella group the Smiffenpoofs, my marketing efforts and knowledge of the college-age audience achieved a 10% increase in concert ticket and CD sales last year. By taking courses in research and statistics I have further built strengths in data collection and analysis.

I first experienced the power of live performance while attending The Philadelphia Orchestra's summer series at the Saratoga Performing Arts Center in upstate New York where I grew up. Wolfgang Sawallisch's famed all-Wagner concerts and interpretations of the Bruckner symphonies instilled in me a passion for music that continues to this day. The Marketing Intern position interests me as an opportunity to contribute my marketing savvy and love of live symphony while learning about the business side of the arts.

I welcome the opportunity to talk with you about my interest in The Philadelphia Orchestra Association. I am available for a phone interview or I can meet in Philadelphia during my spring break, March 14-18. I will follow up next week to see if we can arrange a convenient time to speak.

Sincerely,
Elizabeth Page