

Joe Mariner  
Street Address  
City, State, Zip

April 4, 2018

MUTESIX  
11845 W. Olympic Blvd., Suite 900W  
Los Angeles, CA 90064

Re: Digital Marketing Intern

Dear Hiring Manager,

As a Junior majoring in Business and Marketing at Marymount California University, and with over 1 year of experience in customer service and marketing, I feel the position of Digital Marketing Intern at MuteSix would greatly compliment my academic and career goals of becoming a marketing professional.

As an extremely driven and detail-oriented individual, I possess a breadth of knowledge and skills that will allow me to contribute toward the success of your company. However, I know that as a university student, more training and experience will always contribute to my growth in the field; which is why I am eager to gain a more detailed understanding about the world of Facebook advertising by collaborating with the talented team at MuteSix.

My active involvement with a variety of student organizations and my current experience as a Marketing Intern with Harbor Property Management, have enabled me to expand upon my ability to handle multiple projects, exercise time-management skills, and utilize innovative thinking to complete tasks and projects.

Engaging in hands-on training with seasoned digital marketing advertisers in the Silicon Beach community would be an invaluable and exciting experience for an aspiring marketing professional such as myself.

Thank you for your time and consideration. I look forward to hearing from you soon!

Sincerely,

Joe Mariner  
Sophomore, Business & Marketing Major, Marymount California University

## Digital Marketing Intern

Internships – Los Angeles, California

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MuteSix is seeking ambitious and tech-savvy interns for the Summer '18!

This is an amazing opportunity that offers hands-on training from our team of talented marketers while working on real projects and gaining a broad experience in various aspects of marketing.

\*\*\* INTERNS MUST BE WILLING TO COMMIT TO A MINIMUM OF 3 DAYS / WEEK \*\*\*

*"It's really fascinating how I see ads everywhere online and don't think much of it...but during my internship with MuteSix, I realized there's so much that goes on behind it - strategic & creative thinking, analytics, product filming and so much more. I came in with zero knowledge about advertising, and I'm so glad I got to learn all of it!" - Aliyah Wan, UCLA Summer '17 Intern*

Interns will shadow and assist our Campaign Managers with the following tasks:

- Strategize and manage a variety of client Facebook / Google ad campaigns from conception to creative to execution to analysis
- Continuously measure and optimize campaign performance while also establishing benchmarks and recommending future tests
- Develop marketing strategies and marketing plans to support and achieve the client's business objectives
- Leveraging our real-time data dashboards and a plethora of reporting tools, you will be tasked with communicating campaign performance to clients and creating a clear roadmap for the future
- Devise and evaluate methods for collecting data, such as surveys, questionnaires, and options polls
- Gather data on consumer, competitor, and market conditions
- Prepare reports and present results to clients and management

Desired skills and qualifications:

- Extremely driven, quick-learning, and detail-oriented individual
- Strong, professional verbal communication
- Excellent writing and creative content skills
- Exceptional time management skills, including the ability to handle multiple projects and ongoing work items; while effectively managing changing priorities
- Innovative thinker and collaborative team player
- Expected completion of a BA/BS Degree (Marketing, Business Development, Economics or related analytics fields preferred)

Additional Details:

- Duration: The internship will be between May-Aug (flexible) and can extend through the following quarter/semester.
- Compensation: Minimum wage/stipend
- \*\*\* INTERNS MUST BE WILLING TO COMMIT TO A MINIMUM OF 3 DAYS / WEEK \*\*\*