**Asa C. Smith**

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601 E St NW

Washington, DC 20004

To whom it may concern,

I am applying for the Marketing Internship, which I discovered on your website. If I am accepted, I hope to learn more about Divine Style’s mission and explore its vast opportunities for future career development in data. To date, I am attending Centre College, where I am majoring in Computer Science with a minor in Data Science, both aligned with your requirements. My added experience working in the digital marketing data field this past summer has also sparked my interest in this internship, and it distinguishes me as a candidate.

Last summer, I interned at two digital advertising marketing companies, H Street Digital LLC and Real Time Media Company. H Street Digital required me to work alongside the company's team, shadowing and supporting the digital advertisement (ad) process. At H Street, I was in charge of performing extensive research on potential clients. Managed H Street’s social media accounts but scheduling and creating content. I also created ad fund tracker and visualization spreadsheets. These visualizations included pivot tables, conditional formatted data, and graphical representations. In doing so, I observed the data and proposed actions which would increase efficiency based on emergent trends. My advanced understanding in data management does not only qualify me for this internship but enhances my adaptability.

Real Time Media, similar to H Street Digital, is a digital advertising marketing company which required me to analyze and exploit ad data. While with Real Time Media, I had greater responsibility which included managing a $50k Snapchat Ad account. I completed daily conference and spreadsheet updates discussing the ad performances, updated advertising copy, and built monitoring and budgeting spreadsheets. I was also responsible for proposing actions based on the data observations I acquired pulling Facebook Ad Manager, Trade Desk, and Google Analytics databases; which I helped the team format into Sprinklr. With Sprinklr I created conditions and data types to help clients and the team understand the data. This added responsibility of data management and a higher degree of teamwork sets me apart from other undergraduates pursuing this internship, because I received a great degree of experience in the professional sector.

I understand from the job description that this internship will build upon the skills which I have already been developing for my professional career. These past two experiences working directly between data and people align with the expectations of this internship, to include data analysis, management, and exploitation; collaboration in diverse teams; and complex projects. I look forward to discussing further details of this internship and how my developing skills complement Divine Style’s expectations and goals.

Sincerely,

Asa C. Smith