

Tucson, AZ 85745
(520)967-5309
wtwildcat@arizona.edu
March 12, 1885

Wilbur T. Wildcat
Senior Recruiter
PepsiCo
520 University Ave,
Tucson, AZ 85721

Dear PepsiCo Recruiting Team:

I am writing to express my interest in the digital marketing analyst internship role at PepsiCo. My passion for understanding consumer behavior, combined with my admiration for Pepsi's iconic brand, makes me eager to contribute to your organization's marketing campaigns. I am excited about the opportunity to apply my skills and knowledge to help drive PepsiCo's success.

As the social media lead for the Zoo Town club, I've learned to create engaging content, analyze engagement metrics, and understand audience preferences. After my first month, I was able to increase engagement by 25% by adding topical polls to Instagram stories. This achievement demonstrates my ability to create engaging content, analyze metrics, and understand audience preferences. This experience was built on the foundation developed in my business marketing education where I have learned to understand marketing principles like market research, and campaign development. My proficiency in digital marketing tools, including Google Analytics, Meta Business Suite, SEO, and competitive analysis, positions me well for this role.

My experience at Starbucks has been instrumental in helping me understand the importance of customer service skills while also learning insights into effective marketing techniques in a fast-paced retail environment. I am particularly excited about the opportunity to work with your company because of its innovative approach to marketing and its commitment to excellence.

I am confident that my academic background, combined with my enthusiasm for digital marketing and consumer behavior, makes me a strong candidate for this internship opportunity. Thank you for considering my application. I am eager to discuss how my skills and experiences can contribute to PepsiCo's success.

Sincerely,

Wilma Wildcat

Wilma Wildcat