

Valerie J. Toledo  
University of Pennsylvania  
3910 Irving Street MB 777  
Philadelphia, PA 19104

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Dear AIMM Members:

My name is Valerie Toledo, and I am a senior at the University of Pennsylvania. I'm writing this letter because I'm interested in a career in marketing strategy. While in high school, I earned my Associate of Arts degree from Miami Dade College, and I am now pursuing a Bachelor of Arts degree in Communication from the College of Arts and Sciences with a minor in Consumer Psychology at the University of Pennsylvania.

My current and past courses of study have instilled in me a desire to pursue marketing and have allowed me to develop skills in branding and consumer communication that will be a great asset to my workplace. In my *Advertising Management* course, I was tasked with designing a comprehensive integrated marketing communications plan for a brand, and in my *Consumer Behavior* course, I worked with a team of students to formulate hypotheses and experiments to test messaging about a product. In my past writing courses *Creative Writing I & II*, both writing-intensive, rigorous workshop-style courses, I learned how to create messaging (whether it be storytelling fiction or commercial writing) that is both persuasive and engaging. Last year, I developed my quantitative skills with courses like *Computational Text Analysis* and *Data and Analysis for Marketing Decisions*. Currently, I'm taking *Digital Marketing and E-Commerce*, and *Brain Science for Business*, and I am learning how to apply marketing theory and neuroscience to real-world marketing problems. I have pursued the most marketing-intensive classes offered to me so far during my college career, and my curiosity is insatiable when it comes to this field.

This past summer, I interned at d'expósito & Partners (DEX), an advertising agency in New York City. Though my main role was in Account Management, in my free time, I made it my goal to know everyone's job, and took a particular liking to strategy. At DEX, I worked on competitive analyses, prepared traffic instructions, led a team in completing an internal report on target conceptualization, and aided with recruitment for an ethnographic study on Hispanic perceptions of sustainability in their packaged goods. In addition, I have worked at the Weiss Tech House (WTH), the startup and innovation hub on Penn's campus, for three years. I helped pioneer and now work as the Project Manager for a student-run Communication team. I oversee an alumni relations effort that aims to drive alumni engagement and donorship as part of a greater marketing strategy, a weekly newsletter that goes out to almost 2,000 students, and the planning of weekly digital media content. My work experience has been meaningful because I've been able to take initiative and build projects from scratch.

I am ready and excited to pursue a full-time position upon graduation because this is my opportunity to enact lasting change in an organization. By seeking out work experience and technical knowledge through my courses, I've become comfortable with the basics of marketing, and my work experience has allowed me to test out my ideas and insights. I keep up with industry trends and have even taken it upon myself to work on marketing projects for my friends and family, but I desperately crave to take it to the next level, learning from the experts and applying what I know in industry. I look forward to speaking with you more about what I bring to your company, and about what I can learn from your expertise.

Sincerely,  
Valerie J. Toledo