6920 Rodney Street

Philadelphia, PA 19138

January 30, 2019

To Whom it May Concern,

I am contacting you to formally apply for an entry level strategy and insights position at your company. This opportunity was made aware to me via the ANA Educational Foundation’s MADE Program. Working with your company is an ideal fit for me due to my interests in using my Villanova degree to learn about the consumer and the best way to reach them, and I feel that my experience is a good match for the responsibilities in this position.

As a senior majoring in Marketing and minoring in Communication, I feel my academic background fits well with the nature of your work. My Competitive Effectiveness course allowed me to work in a team and compose a marketing plan for Vanguard’s 529 college savings plan. Throughout the course, my team and I conducted primary research using a Qualtrics survey to better understand why the target market did not use a college savings plan. Based on the data we collected we were able to provide Vanguard with marketing recommendations to get more people to sign up for their 529 college savings plan.

This past summer I was a brand strategy intern for the Welch’s account. During my internship I conducted research using Horizon Media proprietary tools to learn the consumption habits of Welch’s targeted consumer for their new campaign. I also prepared documents and presentations to explain insights gathered from the research. In addition, I worked with a group of interns to compose a full media plan with recommendations with a 10 MM budget for a popular cable network launching a new series.

Through both my academic and professional experiences I have gained an appreciation for understanding consumer behavior and how consumer insights can be leveraged to better reach the consumer. I am a hardworking individual with a passion to help communities and individuals evolve that has a strong desire to work in the media industry. I would be more than happy to discuss my experiences and qualifications with an interview. I may be reached at 267-562-3646 or btravis@villanova.edu. I look forward to hearing back from you.

Sincerely,

Breanna Travis