

Your name / header

Your contact information (address / tel. / email /etc. This may match the resume header.

February 12, 2018

Dr. Lindsay A. Martin
Program Coordinator, Minor in Professional Writing
411 Denney Hall
164 Annie & John Glenn Ave
Columbus, OH 43210

Dear Dr. Martin:

I am writing to submit my application for the Minor in Professional Writing internship. This opportunity is of great interest to me as it will allow me work on a team that promotes a greater cause and helps an organization flourish. The three writing samples included in this portfolio exhibit my ability to adapt to an audience and shift tones accordingly. I believe my range of writing skills, developed through writing course work and working as a marketing intern, will make me an asset in marketing for any Columbus-area workplace.

The first writing sample is a handout created for the Cultures of Professional Writing course and is intended for Ohio State students who have not yet chosen a major. Using Adobe InDesign, I combined my design and persuasive writing skills to sell the specialization of marketing within the Fisher College of Business. Instead of using an aggressively persuasive tone, I remained neutral and concise while highlighting the benefits of marketing specifically and of Fisher more generally. This holistic viewpoint displays my ability to understand an audience and what information is needed to produce a desired outcome.

My second example is a feature article about the student-run meat processing plant at Ohio State and is intended for students and faculty to read in Fisher Ink Magazine. Originally produced for a magazine writing course, this takes the reader through a story of how meat science majors work with faculty to produce meat for Columbus campus dining facilities and sell products to the public. Although the piece gives details and facts about the program, I used my creative writing skills to engage the reader and tell a unique story by walking the reader through my own experience learning about the Meat Lab.

The third sample is an internal marketing email I wrote as an intern at a commercial lighting company in Cleveland, Ohio. The email promoted new marketing materials and was sent to our network of over 700 sales representatives across the country. My goal was to motivate the sales team using an excited tone and express appreciation for their hard work in order to increase sales. This sample represents my ability to create a call to action by expressing enthusiasm and encouraging involvement in our company.

I believe this portfolio exhibits my versatility in professional writing; the skills in these samples show that I can understand my audience and adapt accordingly by shifting tone and language. I look forward to the opportunity to talk more about my qualifications. Thank you for your time and consideration.

Sincerely,

██████████

Your name/ header

Your contact info.

Columbus, OH 43201

more contact

See also resume headers for ideas

February 18, 2018

Dr. Lindsay A. Martin
Coordinator, Professional Writing Minor
The Ohio State University, Department of English
164 Annie & John Glenn Ave.
Columbus OH, 43210

Dear Dr. Martin:

I write to apply for placement in a capstone internship as a part of the Minor in Professional Writing. My education and experience, as well as my wide range of skills in writing for both the media and internal business purposes, have prepared me to succeed in a writing internship at a Columbus-area workplace that is fast-paced, team-oriented, and people-focused.

My first sample is a feature article I wrote for my Writing for Strategic Communications class. The article was published in The Ohio State University's newspaper, *The Lantern*. The purpose of this piece is to inform an audience about an organization on campus that has been successful but is not widely known. I wrote an article about the EcoCAR team because it is an initiative that involves a diverse group of people with a variety of skillsets who are looking to make an impact in the community. This piece highlights my ability to find the news value in a topic and create a compelling story by weaving together technical information, explanations and quotes.

My work as an intern at the Ohio State University Wexner Medical Center has provided the opportunity to write a variety of different pieces. Some of these include features for the medical center intranet, articles for newsletters, blog posts and a quarterly Accomplishment Report which highlights the marketing departments achievements. My second sample is a feature article that was published on the OSUWMC intranet to inform employees of a donation being made to the hospital. This piece showcases my interviewing skills, particularly my ability to take on unfamiliar topics and complicated, emotional subjects in a respectful and appropriate manner.

My third sample is a book review I wrote in a Professional Writing Cultures class. The review was structured and written based off *The New York Times* Book Reviews style. Given that the purpose of a book review is to both summarize the story and entice readers to purchase the book, I aimed to inform and entertain my audience. Accordingly, I used suspense and alternating perspectives to mirror the book's style and recreate for the reader a little of what it is like to read the novel itself.

I would appreciate the opportunity to discuss further my qualifications and excitement to be placed in an internship where I will contribute a wide range of researching, interviewing and writing skills. Thank you for your time and consideration.

Sincerely,

[Redacted Signature]