

[REDACTED]

January 31, 2022

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

Dear Dr. Martin:

I am writing to express my interest in the Minor in Professional Writing internship program for the Fall of 2022. Through coursework at Ohio State and hands-on internship experience, I learned how to fine tune my writing skills that range from research and media-writing to long form articles about creative work. My diverse skill set and hard-working attitude would be an asset to any Central Ohio employer.

My first writing sample is a press release that educates the public about a new Executive Order from President Biden and new regulations released by the White House Council on Environmental Quality. The skills demonstrated in this piece could be used when I contribute to media production and communication in your workplace.

My second writing sample is an emergent media plan written for Ohio Sea Grant and Stone Lab. With a group of peers, I conducted research on the best ways to grow OSGSL's social media presence and audience interaction in order to educate about plastic waste. The skills demonstrated in this piece could be used in future memo's for your workplace. It also shows how I will communicate research in an accessible manner.

My final sample is a review of the book Keeping Lucy by T. Greenwood written in the style of an NPR review to persuade the audience to read the book. In this piece I demonstrate my ability to communicate the larger social context and thematic elements of a body of work. It also shows both my ability to write critically about personal opinions. Skills used in this piece could be used to contribute to any writing style needed in your workplace because it shows how I can match writing styles needed for different formats and mediums.

This portfolio represents the wide range of my professional writing abilities. Each piece demonstrates an understanding of context and audience, creating a strong sense of rhetorical purpose. I look forward to speaking with you further about my qualifications and how my skills fit into this internship program.

Thanks in advance for your consideration,
[REDACTED]

September 7, 2022

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 apply for placement in the capstone internship in the Minor in Professional Writing. My coursework and workplace experience have helped to make me both ready and eager to join a workplace. I have included three writing samples in my portfolio that demonstrate the range of my writing abilities. During this internship I look forward to using my writing skills to promote or market any project, whether it be a political issue or a product, allowing me to contribute to a Columbus-area workplace.



The first writing sample is an excerpt of a longer marketing proposal I wrote in a group for the Ohio Sea Grant and Stone Lab to promote their Plastic-Free Great Lakes initiative. While the longer proposal included an entire marketing plan including social media scheduling and user-testing, this excerpt displays an eye-catching infographic and poster that were created with photo editing software. We had to find a balance between showing our interest in the mission while also creating effective and engaging professional written material, and the document overall proves my ability to employ moving rhetoric for a specific issue in both written and visual forms.

The second writing sample, a movie review of the film *Good Time*, is a piece I wrote for a professional writing course in the style of a RogerEbert.com review. I wrote the review for viewers who had not seen the film yet, attempting to convince them to watch it while also providing an analysis of the film and its themes. Through this review, I displayed my ability to write passionately about something I take interest in using formal structure. I also critically approached and analyzed a complex piece of art and its subtext in a way that remained accessible and intriguing, balancing the amount of detail I revealed so that the viewer still wants to watch the film. As an intern, I will draw on these skills in storytelling and analysis when I am crafting creative marketing strategies.

The third writing sample is a set of social media posts I wrote for Gateway Film Center's Hitchcocktober event. My main objective for creating these posts was generating buzz and excitement for a somewhat niche event happening locally. Not only did I advertise effectively through the use of suspenseful and on-theme language, but I also adapted to the different formats and customs of each various social media site. I specifically tailored the tone, formatting, and theme of each separate post so that it would both fit in and effectively serve its purpose on each separate platform. This sample displays my ability to create a wide range of effective marketing material.

I am confident in my ability to write effectively in a varying range of situations and contexts, and I think that my writing portfolio is evidence of my readiness to join a Columbus-based workplace. I would appreciate the opportunity to discuss my samples and qualifications further and answer any questions you may have. Thank you for your time and consideration.

Sincerely,
[Redacted]

February 28, 2021

Dr. Lindsay A. Martin

Coordinator, Minor in Professional Writing
The Ohio State University, Department of English
164 Annie & John Glenn Avenue
Columbus, OH 43210

Dear Dr. Martin:


Please accept this letter and portfolio as my application to the Minor in Professional Writing Internship. Through my writing and design coursework, I've gained a strong creative skillset that includes formulating ideas, communicating clearly, and thinking critically. My writing portfolio showcases pieces ranging from marketing, copywriting and design to longer-form storytelling. I hope this demonstrates how I can contribute as a writing intern to a Columbus organization in any capacity.

The first writing sample, which I wrote in a professional writing course, is a feature article that highlights the life and career of the brand director of the mental health brand Madhappy. After interviewing him to learn about his history, I used a narrative arc to organize the article with rich, compelling language with the goal of publishing it in Mud Magazine, a pop culture magazine. With these skills, I could successfully interview subjects and write feature stories for any professional organization.

My second writing sample is a poster promoting a sustainable line of paper to print designers. The language of the headlines and descriptive paragraphs call to attention the importance of sustainability and consumer values that are shifting towards environmental awareness. The poster demonstrates my visual expertise in creating bold and beautiful visuals in combination with effective copy. These skills could translate to writing copy and making visual advertisements in an internship.

The third writing sample is website copy written for Ohio State's visual communication design page. This piece persuades future and undecided students to join the program by illustrating the design student experience as well as explaining the possibilities of their future careers. For this assignment, it was important to use engaging language to convey the exciting opportunities design brings. This further demonstrates my ability to write copy within the context of a website that could be translated to other promotional media.

I am excited to work for a company that will benefit from my skill set and challenge me to grow. I look forward to hearing from you. Thank you for your time and consideration.

Sincerely,


[REDACTED]

September 11, 2022

Dr. Lindsay A. Martin
Coordinator Minor in Professional Writing
164 Annie and John Glenn Ave.
Columbus, OH 43201

Dear Dr. Martin:

I am writing to apply for the Professional Writing Minor internship. I am eager to take advantage of this opportunity and feel that my combined business and journalistic background allows me to bring a unique skillset to a prospective business. My professional internship experiences at numerous corporations left me with strong delegating skills, efficient time management, and overall confidence in being a strategic worker. My writing portfolio shows off my well-rounded writing skills: creative description and wordplay, strong persuasion backed with credible evidence and my ability to bring an audience through an experience. My passion for writing and profound desire to be successful make me an advantageous hire at any given business.

My first portfolio piece is a company newsletter I wrote at my HR/Strategy and project management internship. This newsletter was released companywide at the end of each month to recap the events that took place and deliver a wide range of company information. It was a large responsibility where I connected with coworkers, conducted extensive research, organized company data, and maintained strong editing skills. The process proves my ability to ask the right questions when gathering information and knowing how to decipher the relevant information to include in a writing piece. It was an intricate and rewarding task that makes me confident I can be a reliable writer for company purposes in the future.

My second portfolio piece, which was an assignment in my Professional Writing Cultures class, is a Pitchfork-style music review of Post Malone's Album *Twelve Carat Toothache*. This piece highlights my skillset on mixing clever diction with factual analysis. It was important that the reader finished this piece with a stronger understanding of Post's artistic choices and a greater appreciation for the realness behind his music. This review shows how I can persuade with evidence and also engage with dynamic language and varying sentence structure, both of which ultimately create something an audience can truly resonate with.

My final portfolio piece is a media assignment for my Strategic Message Design class. This was designed from the point of view of a Telhio Credit Union employee, writing to a young target audience that struggles with financial literacy. The purpose behind this piece was to create awareness of a serious issue while simultaneously creating a realistic solution that helps market a business. My writing encapsulates how I conduct organized, thorough research to send a message. It showcases problem solving skills and doubles as a resourceful advertising tactic and an informative outlet, ultimately highlighting my ability to perform a variety of tasks for a business.

I believe that these submissions show off my skillset and prove my ability to be versatile. I am easily coachable and a fast learner, and I am excited to use my skills to help benefit a business. I appreciate your time and consideration, and I am excited to speak further about this opportunity soon.

Sincerely,
[REDACTED]

[REDACTED]

September 10, 2022

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 this letter as my application to the Minor in Professional Writing internship for the Spring 2023 semester. My portfolio displays my ability to control tone, create narrative flow, and create informational copy in a succinct manner, all skills essential for a writing-based career and that I'm excited to use as I progress in my field. My experiences as a student of the Ohio State Strategic Communications major, media intern, and student reporter for The Lantern have prepared me well for this opportunity. I look forward to showing what I can offer to any workplace.

My first sample, a Pitchfork-style album review of *Pray for Haiti* by Mach-Hommy, inspires readers to give a developing artist a chance. I chose this album because I felt that few people who may read my review will have heard of the album prior. For me, this was an opportunity to show my skill in creating compelling descriptions and rich analyses to persuade neutral readers. I was able to create a stimulating and appealing article that will spark the reader's interest and paint a picture of what makes the album distinctive. As an intern, I would use these skills in my writing to craft strong appeals to emotion and create compelling narratives.

My second sample is a portion of my semester-long feature project for the Big Ten Student U. The feature inquires into the mental fortitude of the goalkeepers for The Ohio State University men's and women's soccer teams. The story exhibits my ability to conduct interviews, work with AP style, and use an anecdotal lead. This, along with my ability to investigate a topic and create a concise, compelling story, is a skill I am thrilled to offer to my eventual workplace.

My third sample is a section of meeting minutes I took during my internship with IMPACT Community Action, a nonprofit in Columbus, Ohio. This piece displays my ability to create succinct summaries of broad concepts and spoken ideas for the benefit of all readers. Additionally, it offers a concrete example of what I can offer through my skill in formatting professional materials and creating presentable, useful designs regardless of the task.

This portfolio displays both my versatility and quality as a writer. I graciously await the opportunity to discuss my experiences as a writer along with the skills that I would bring to any internship that would have me. Thank you so much for your time and consideration.

All the best,
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[REDACTED]

September 10, 2022

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

Dear Dr. Martin:

I am writing to express my interest in the Minor in Professional Writing internship. I am ecstatic to bring my passion for English studies to an internship placement with a Columbus company. My experiences have helped me develop unique skills in effective rhetorical communication, appealing content design and efficient research, all of which will contribute a valuable perspective to my internship position.

The first sample is an infographic I crafted for the plastic-free campaign of Sea Grant and Stone Laboratories (OSGSL). While this deliverable was intended for a Business and Professional Writing class assignment, the content and design choices I made were based on real data. My groupmates and I conducted a survey of Ohio State students to gather first impressions of environmental pictures and texts. I used the results to tailor the infographic to my audience, college-age visitors of Put-In-Bay, Ohio and OSGSL. When addressing my internship organization's audience, I will use these design skills to write cohesive pieces that are visually and textually accessible for multiple audiences.

The second sample, a guide I wrote in a professional writing class, helps off-campus students explore the area and was written for Campus Area Chamber of Commerce (CACC). The guide's main function is to be a resource for students, but the CACC wanted it to subtly lead to local businesses. Given this goal, I aimed to strike a balance between informational and promotional content. I look forward to bringing this design creativity to technical writing pieces while still providing thorough information for my internship organization.

The third sample is an excerpt from a rhetorical analysis I conducted about Ohio State's student newspaper, *The Lantern*, in two different time periods. For this project, I sifted through numerous published articles to uncover rhetorical messages and connect them to relevant historical contexts. This excerpt demonstrates my ability to analyze large amounts of material in a short time frame and synthesize research together to find my own conclusions.

I am excited to have the opportunity to exercise my skills in an internship. I believe my experience writing to different audiences, as well as my research and design skills, will contribute greatly to a Columbus company. I look forward to continuing this process and meeting with you soon. Thank you for your time and consideration.

Sincerely,

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[REDACTED]