

[REDACTED]
Columbus, OH 43201

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]

Education

The Ohio State University
Bachelor of Arts in Strategic Communications with a focus on risk
Minors in Psychology and Professional Writing
Dean's List: Fall 2015-Fall 2017

Columbus, Ohio
Fall 2015-May 2019
Cumulative GPA: [REDACTED]
Hootsuite Certified October 2017

Relevant Experience

The Ohio State University Wexner Medical Center

Columbus, Ohio
September 2017-Present

Marketing and Strategic Communications Intern

- Support communication and marketing needs of a 15-member team
- Write meta-descriptions for department websites to increase search engine optimization
- Compile, edit, and send quarterly Marketing Accomplishment Reports to the top 200 leaders of the medical center to showcase the projects the department has executed
- Write articles that are posted to the medical center intranet to maintain community, awareness and transparency within the medical center. Highest engagement article received more than 1100 views
- Proofread brochures, mailers, newsletters, reports, etc. to ensure accuracy
- Verify and organize information for marketing materials such as phone numbers, email addresses, doctors' titles, and doctors' biographical information to aid in the efficiency and accuracy for department employees
- Create PowerPoints to showcase key findings of marketing research tactics to help create the best marketing strategies for a variety of service lines

Public Relations Student Society of America (PRSSA)

Columbus, Ohio
April 2017-Present

Director of Public Relations, Ohio State Chapter

- Create social media content to maintain and grow the organization's presence resulting in a peak of 20000 monthly Twitter impressions, increasing Instagram followers by 19 percent and Facebook page follows by 14 percent
- Compile all job and internship opportunities into a concise bi-weekly email for 150 student PRSSA members
- Create a monthly calendar that includes PRSSA, School of Communications and University events to help members stay organized and informed

Crossroads

First Community Church, Columbus, Ohio
August 2016-Present

Group Leader and Social Media Manager

- Manage Instagram account to increase community awareness and market the church values resulting in increased post engagement by 25 percent

The Jerome Schottenstein Center

Columbus, Ohio
August 2016-Present

Administrative Assistant

- Handle customer inquiries through answering phone calls and directing visitors
 - File paperwork and stocks supplies to keep office organized and ensure efficiency for employees
 - Take notes at the production meeting to compile into a document for employees to reference throughout the week
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Relevant Coursework

Writing for Strategic Communications

- [REDACTED]

Business and Professional Writing

- [REDACTED]

Strategic Message Design

- Crafted a blog post, social media calendar, infographic, media advisory, news article and media audit
- Collaborated on a media audit for Melt Bar & Grilled and presented our finding to the client