

# KALEIGH WRIGHT

770-862-2974 • kaleigh22wright@gmail.com • 580 E Broad Apt. 113 St Athens, GA 30601

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April 18, 2019

Ms. Hannah Smith  
Marketing Director  
Athens Convention and Visitors Bureau  
The Classic Center  
300 N. Thomas Street  
Athens, GA 30601

Dear Ms. Smith:

It is with great enthusiasm that I am submitting this letter and attached resume as an application for the Digital Marketing Intern position at the Athens Convention and Visitors Bureau. I was excited to learn of this position through a posting on Handshake. I am confident that my blogging experience and knowledge of the Athens community make me an excellent candidate for this position.

As the Senior Editor of Weddings in Athens, a blogging website that promotes Athens as a wedding destination, I have strengthened my written communication skills as well as my leadership abilities. Over the past year and a half, I have managed a total of 21 blogging interns. I am responsible for editing blogs and scheduling when posts go live. Prior to this position, I was a blogging intern and my responsibilities included developing story ideas, creating new content for the website, and familiarizing myself with local vendors and venues in the Athens area.

Last summer, I studied abroad in London, UK where I gained additional blogging experience as a student blogger for the American Institute for Foreign Study. For both positions, I was responsible for creating my own blog topics which allowed me to develop a personal voice and write on subjects I found interesting, while also ensuring the blogs would capture my audience's attention. In addition to working with strict deadlines, I can hold myself accountable for my work.

The collection of skills and knowledge that I have acquired from my previous internships have prepared me to succeed as a Digital Marketing Intern. I am a hard-working individual with strong organizational skills and excellent attention to detail. I believe that my interest in the tourism industry, previous experience blogging about Athens and other cities, and self-motivated work ethic make me an ideal candidate for a digital marketing internship. Please contact me if you have any additional questions. Thank you for your time and consideration. I look forward to hearing from you!

Sincerely,

*Kaleigh Wright*

Kaleigh Wright