

Motivation Letter

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Dear Ms. Smith,

I am very excited as I apply to become your next Digital Communications Intern at Such&Such PR Agency. I am currently a student of Global Communications at the American University of Paris (AUP). My professional goal is to eventually run digital communications at a PR agency, because I am passionate about this constantly evolving field. I will be a perfect fit for this internship – allow me to tell you why.

My most recent professional experience was an internship with TechStartup as a Social Media Manager. At TechStartup I created and unrolled a social media marketing strategy, part of which included the creation of shareable images and the use of Adobe Photoshop. You can find examples of the work I did on their [Twitter](#) and [Instagram](#). Your internship offer description also mentions you are seeking someone with experience in copy-writing. To illustrate my writing skills, I'll invite you to take a look at my dedicated page on the [Peacock Plume](#), where I pen a weekly column.

I am available to begin working from 16 March, 2017. Between 16 March and 31 May I'm available all day on Tuesday, Wednesday, and Friday. From 31 May until 31 August, I'm available Monday to Friday, full-time. As a current student at AUP, I am perfectly capable of furnishing the requisite convention de stage.

Thank you so much for your time and consideration. I hope to hear from you soon.

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3 Paragraph Formula

1. Why are you interested?

- Address the letter to an actual person. If not possible use "Sir or Madam" or be creative "Dear Such&Such PR hiring Team".
- Mention the position you are applying for.
- Link the position with your personal career or educational goals.

2. Why are you qualified?

Pick 2-3 qualifications sought or tasks listed in the offer, mention them & use one of your experiences to illustrate how you are qualified.

NO:

I am very motivated and work well under pressure.

YES:

The fact that I built and rolled out a social media strategy for a rapidly growing startup is testament to the fact that I am very motivated and work well under pressure.

3. Logistics

When can you start? What days/times are you available? What's your student status? What nationalities do you have? Offer your references on request?