

February 21, 2014

Leo Burnett
35 West Wacker Drive
Chicago, IL 60601

Ms. Sheri Silverman,

It was a pleasure meeting you last week at AAF's Most Promising Minority Program. I am writing to express my sincere interest in the the Leo Burnett Strategy internship in Chicago. As an Advertising major at Penn State University with minors in Economics and Psychology, I am confident that my communication skills, problem solving skills, and previous agency experiences make me the best candidate for this position. I am eager to apply my knowledge at an agency committed to using creativity to transform human behavior and focused on human relationships.

Some of the expectations of Strategy interns are responsibilities I currently fulfill. As part of the Strategy Team for the NSAC for Mary Kay I work in a small team to uncover insights through primary and secondary research and recently developed a positioning statement for the brand. Currently we are working to write a theme line for the campaign and collaborating with the creative team to ensure that all executions are in line with where we want Mary Kay to sit in the personal care category.

If you refer to my resume you can see that I have worked in Media, Account Management, and am now part of the Strategic Planning team. My curiosity has led me to have exposure in different departments within an agency and this has given me a deeper understanding of how full-service agencies function. I know I have what it takes to work with real clients in a fast-paced demanding setting.

As I mentioned last week, Leo is what I've dubbed as my "crush agency". I've heard great things about the work culture from other Penn Staters and especially enjoy the work done for Samsung and Allstate. I am always looking for a challenge and I think strategic planning, using creativity to solve business problems, is where I can thrive.

I am truly excited for this opportunity and I am certain I can make valuable contributions at Leo Burnett and be an asset to the agency. If you would like any more information, feel free to contact me at (408) 310-8696 or sarikapatel408@gmail.com. Thank-you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Sarika Patel