February 7, 2022

Mert Palazoglu

Fresh Graduate

Bilkent University

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Mersin, 33190 City, State, Zip Code

Dear :

**Opening paragraph: Clearly state why you are writing, name the**

**position or type of work you’re exploring and, where applicable, how**

**you heard about the person or organization. Mention the key skills**

**or expertise that qualify you for this role.**

I am writing to express my interest in Master of Marketing Analytics Program at Tilburg University. I am a Bilkent University FBA graduate concentrating in business analytics and data-driven marketing. I have a superior business background, as well as a keen interest in data and an enthusiasm for marketing. My areas of interest and concentration range from statistical analysis to management. I have maintained a focus on business analytics and team building specifications through a well-balanced course of study that is not just technical and technological in origin, but also serves to develop teamwork strengthening. I am thrilled with Tilburg University's program , particularly in the areas of Marketing Analytics. With my academic background, business understanding, and industry expertise, I assume that I bear the qualifications required to succeed as a graduate candidate.

**Middle paragraph(s): Provide supporting examples to demonstrate**

**that you have the key skills and expertise needed in the role, which you**

**have mentioned in the first paragraph; but do notreiterate your entire**

**resume. Explain why you are interested in this employer and your**

**reasonsfor desiring thistype of work. Be sure to do thisin a confident**

**manner and remember that the reader will view your letter as an**

**example of your writing skills.**

**During my undergraduate life I had an internship in the sales department, particularly assisting on daily daily** report of customer behavior and **projecting strategic challenges relating to customer data. While working for** Özgörkey, Feast A. Ş.**, I developed strong research, analytical, and problem-solving abilities and experienced.**

**My involvement in developing clear analysis and plans to enhance sales and marketing insights has given me a better knowledge of the complex difficulties that businesses address on a daily basis. Furthermore, as a result of my internship experiences, I familiarized the need of strong team relations in the multi-disciplinary corporate and academic environment.**

**Closing paragraph: Reiterate your interest in the position, and**

**your enthusiasm for using yourskillsto contribute to the work of**

**the organization. Thank the reader for their consideration of your**

**application, and end by providing your email and phone number**

**for any questions or to arrange an interview.**

My journey as an undergraduate has been incredibly satisfying and beneficial thus far. Nonetheless, Marketing Analytics allows me to fully utilize my quantitative curiosity and conceptual problem solving abilities. I am convinced that Marketing Analytics is a discipline that will require me to look at challenges not just from the customer viewpoint, but also from a business, best practices, and "think outside the box" perspective.

Sincerely,

Mert Palazoglu