

Dear Madam/Sir,

As a rising junior at the Wharton School, I would like to be considered for the Marketing EDGE Summer Internship Program. Professor Peter Fader told me about this opportunity after I described him my background and informed him of my interest in marketing analytics. From what I learned after speaking to him and from researching your website the program seems to be a perfect match for my interests and skill set.

I believe that my professional experience in marketing coupled with my academic training makes me a strong candidate for this role. Last summer I worked as Marketing and Operations Intern for Educator Online, an online education startup based in Astana, Kazakhstan. One of the interesting projects I worked on was defining social media branding strategy of the company that was relevant to target audience and fully conveyed the value proposition of the firm's product. The strategy is still successfully used by the startup.

Additionally, as part of the Muslim Students Association, I created the project called "Your Jummah", which facilitated spiritual discussion for community members and crowd-sourced topics for weekly sermons. This experience taught me a great deal about customer engagement and market research. My prior skills and experience, as well as analytical rigor I develop while pursuing Computer Science minor will enable me to make a meaningful contribution as a marketing intern.

As a result of the completion of this program, I hope to acquire new skills and gain new insights that are valuable for the future work as a marketing professional. Specifically, I want to be able to approach marketing more analytically and to be able to use data to guide my decisions. In the technologically advanced world marketing's reliance on data-driven analysis is crucial, and not only it is highly useful, but is also very engaging from intellectual perspective.

I would welcome the opportunity to discuss my potential involvement with Marketing EDGE. I look forward to meeting with you soon and want to thank you in advance for your time and consideration.

Sincerely,

Arman Tokanov