

May 14, 2024

Dear Bloomberg Recruiting Team,

I am overjoyed to express my interest in the 2024 HBCU Academy of Excellence Summit after submitting my application for the 2025 media internship. As a junior Broadcast Journalism major at Howard University, communication and the love for storytelling are passions I aspire to continue leveraging connections between. I am ecstatic about the opportunity to contribute to Bloomberg in the summer of 2025 and gain additional qualities to support its mission of giving people the knowledge and clarity to thrive in a sophisticated world.

Throughout my academic and professional development journey, I have curated critical skills such as remaining teachable, proactive, and a team worker. I have experience in community project organizing, providing customer service, and social media marketing/content creation. I have gained these abilities through work experience and leadership roles within my extracurricular activities. These skills have equipped me with the expertise to adapt quickly in fast-paced and dynamic environments, which are essential for success at Bloomberg as a media associate.

I admire how the summit specializes in preparing emerging Black students with the opportunity to learn competencies needed within their career, especially for HBCU students like me who are aiming to get their foot in the door of the industry. What intrigues me most about this program is the versatility and ability to work hands-on within a variety of responsibilities such as digital product, advertising, marketing, consumer subscriptions, streaming video, TV, corporate strategy, or brand strategy during the time on the job.

Receiving this opportunity would mean more than just the business of media. As someone who values activism and fighting for what's right within our communities, I find it important to work alongside a company that prides itself in people's voices being heard, diversity & inclusion, and inspiring the next generation of people. As a previous Co-Organizer for the Boise Juneteenth Community Event in my hometown Idaho, a predominantly white state, I believe it's important to advocate and make space for individuals from underrepresented backgrounds which is what this program provides.

Thank you for considering my application. I am eager to further learn multiple objectives and carry that knowledge with me into the future. I am confident that my technical skills, work ethic, and spirit make me a strong candidate for the 2024 HBCU Academy of Excellence Summit.

Warm Regards,
Beverly Robertson