

Weber Shandwick  
909 3rd Ave  
New York, New York 10022

Dear Hiring Team,

I am excited to throw my hat in the ring for the Weber Shandwick internship since this role aligns perfectly with my strategic research experience across both agency and in-house environments.

As a current junior strategist, I've learned crucial skills in client communication, analytical analysis, and brand development. I was lucky enough to find my footing at an agency that valued provocative thinking, which I believe is a must for any agency, and will continue to shape how I approach strategy in future roles.

I bring a detail-oriented spirit to the team, knowing that solid strategy is essential to nailing the clients' deliverables. My approach is to first gain a thorough understanding of the marketplace and, from there, decipher what makes our client's positioning unique against their successful competitors. I love the puzzle-solving aspect of strategy, and I am excited at the opportunity to learn more ways to approach this from the incredible team at Weber Shandwick.

In my portfolio, you can see examples of my additional work in copywriting, creative design, and experiential marketing. I am grateful to have worked in varying marketing spheres as it has helped me better understand how all the gears turn in time for strategic planning.

I hope to continue my journey in strategy with bigger brands among the industry's leading minds. What makes Weber Shandwick stand out to me beyond its impressive clientele is its obvious commitment to smart strategy. Through your website, I've read exactly how the team thinks at Weber Shandwick, and it's assured me that my line of thinking would fit in perfectly there. I'd love to talk further about the role and the kind of contributions I'd bring to the team.

Thank you for your consideration.

Georgie Ubben

Weber Shandwick  
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I am excited to throw my hat in the ring for Outcasts' communications associate opening since this role aligns perfectly with my strategic research experience across both agency and in-house environments.

As a current junior strategist, I've learned crucial skills in client communication, analytical analysis, and brand development. I was lucky enough to find my footing in an environment that valued provocative thinking, which I believe is a must for any agency, and will continue to shape how I approach strategy in future roles. I bring a detail-oriented spirit to the team, knowing that solid strategy is essential to nailing the clients' deliverables.

In my portfolio, you can see examples of my additional work in copywriting, creative design, and experiential marketing. Working in various marketing spheres has helped me better understand how all the gears turn in time for strategic planning. This would allow my work to excel across the various industries that Outcast's clientele occupy.

I look forward to learning more about the role, and hope to continue my journey in strategy with bigger brands among the industry's leading minds at Outcast.

Like the cartoon monkey I was named after, I'm curious, playful, and partial to bananas. Unlike the monkey, I'm a strategist, copywriter, and ex-DJ enjoying early retirement. Actually, I think there was an episode about Curious George learning how to DJ, so maybe scratch that last point. I'm a proud patron of the Duke devil turned ad angel pipeline. I love funny things and being around people who chase answers found in the unknown. My work has spanned industries such as CPG, dining, academia, and indie music, to name a few. I'm more than ready to keep growing that list, so I'm excited to see what comes next.

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I am excited to throw my hat in the ring for Prelims marketing associate opening since this role aligns perfectly with my marketing and research experience across both agency and in-house environments.

As a current junior strategist, I've learned crucial skills in client communication, analytical analysis, and brand development. I was lucky enough to find my footing in an environment that valued provocative thinking, which will continue to shape how I approach marketing in future roles. I bring a detail-oriented spirit to the team, knowing that solid strategy is essential to any campaign.

In my portfolio, you can see examples of my additional work in copywriting, creative design, and experiential marketing. Working in various marketing spheres has helped me better understand how all the gears turn in time for strategic planning. This would allow my work to excel across the various industries that Outcast's clientele occupy.

I look forward to learning more about the role, and hope to continue my journey in strategy with bigger brands among the industry's leading minds at Outcast.