

# Callen Moreland

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## Cover Letter

Dear Pfizer Australia,

I'm so grateful for the opportunity ADN has provided, to apply for a Digital Marketing internship at Pfizer Australia. As a marketing student with hands-on experience in social media research and a deep personal connection to healthcare, I feel this role would be an incredible fit.

In my current casual role as a Marketing Assistant for Sunlight Studios, I've been diving into competitor research —analysing their trends, online feeds and comments, and overall audience sentiment to help the team prepare for their launch. Using tools like Google Analytics, I've grown my ability to spot trends and uncover insights that can make a real impact, and I'd love the chance to expand these skills using Brandwatch with Pfizer's team.

I've also spent a lot of time in the healthcare system myself, so I understand how important it is for healthcare companies to approach their market with empathy and sensitivity. This experience fuels my interest in helping Pfizer connect with audiences. Being able to bring this perspective is something I think would be really valuable.

One of my favourite assignments was a recent market analysis for Kawasaki, where I tracked competitor shifts and helped craft a campaign to draw back interest from Yamaha's growing market. It taught me a lot about responsive marketing and using insights to address real customer questions. I'd be eager to bring that same responsive mindset to Pfizer's social listening initiatives, learning from and contributing to the team's goals.

Pfizer's values of Courage, Excellence, Equity, and Joy resonate with me, especially the emphasis on challenging conventions and creating an inclusive environment. I couldn't be more excited about joining a team that not only goes for innovation but also values joyful work.

Thanks for considering my application. I look forward to the chance to chat more about how I could contribute to the Omnichannel Services and Solutions team at Pfizer.

Sincerely,

Callen Moreland