

## Gerry-Ann Slater

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Tanya Branning  
Intern Program Manager  
Fashion Market Magazine Group  
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*As a potential intern, do I believe that the publishing industry is glamorous? Yes, I do!*

*But, I realize that it's also hard work and that the rewards and satisfaction make it all worthwhile.*

Dear Ms. Branning,

If you are seeking a **Publishing Intern** who is truly committed to putting in the effort required to establish a career in publishing, please read on.

As outlined in the attached résumé, I bring the education and practical experience that you need. Next year, I will complete my Bachelor of Arts degree in Magazine Publishing from a prestigious university in London, UK. So far, I have studied design, print production, marketing, advertising sales, editorial skills, finance, and product development. Currently, I am a team member on a fashion magazine publishing project based on Grazia Italia.

Last summer, I gained “real world” publishing experience when I participated in an internship program at Haute Couture à Imprimer in Montréal, Canada. My work involved many of the processes behind magazine publishing, including editing, design, production, website maintenance, and client relationship management.

Before starting my studies, I worked in sales and office management at Rimmel London in New York. In this role, I used my multi-tasking skills to organize administrative and business functions and to ensure the smooth running of the office. As well as liaising with international contacts on the phone, interacting with sales staff, and providing face-to-face customer service, I used various computer programs, including Adobe CS3 and a MS Access database.

All of my employers have praised my detail-oriented approach to administrative work and my self-assured manner when dealing with clients and contributing to the team efforts. Whether at work or at university, I take a proactive approach to meeting deadlines under pressure and to resolving problems in challenging circumstances.

Perhaps most importantly, I am not just passionate about the magazine publishing business, but also about your magazine's subject matter – fashion and beauty. Thank you for taking the time to consider my application and I look forward to hearing from you in due course.

With great interest,

*Gerry-Ann Slater*

Gerry-Ann Slater

Attachment: Résumé

## Strategy

The competition for internships is fierce so Gerry-Ann wanted a letter that was creative and eye-catching to an employer in the magazine publishing business – specifically the fashion and beauty industry.

First of all, we used a fashion-inspired watermark on the paper. Then, we used a fancy text box with a short punchy message to the reader.

The letter covers the points found in the job’s description and advertisement, as well as terminology used on the company’s website.

The letter starts with a suggestion to read on. Paragraph one brings the reader’s attention to the attached résumé and discusses the key point of her education and then moves on to experience.

The next paragraphs elaborate on her experience. She has experience within the industry and in another sector. For the previous experience, we drew attention to the transferable skills.

In the next paragraph, we discussed her work ethic and personality.

To conclude, we reiterated her passion for the business and politely, but enthusiastically (“with great interest”) concluded.