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Hardman Group  
3631 Brookwall Dr, Suite 204  
Fairlawn, OH 44333

Dear Hiring Manager,

I am writing to express my interest in the social media intern position at Hardman Group. As a communication studies major with a focus on professional social media, I am confident that my coursework and practical experience will help me excel in this role.

Currently working towards a certificate in professional social media, I have recently completed coursework that has equipped me with valuable skills in the field. In the Principles of Social Media course, I designed and developed a fully functional website using Wix, showcasing my ability to create engaging online content. Additionally, I obtained the Social Media Marketing Foundations certification on LinkedIn and completed the Mimic Social internship simulation. This simulation allowed me to manage a simulated budget, respond to customer inquiries, plan a content calendar, and analyze my results, further enhancing my content creation and social media marketing capabilities.

In addition to my coursework, my practical experience as a social events intern at GPD Group has provided me with valuable insights into event planning and coordination. This internship honed my organizational and interpersonal skills, allowing me to contribute to the successful execution of social events.

I am particularly drawn to Hardman Group's emphasis on increasing brand awareness and growing business. Research-based, strategic marketing campaigns are the key to reaching customers and I am excited about the opportunity to be a part of this objective. I am confident that my skills and passion for social media marketing align seamlessly with Hardman Group's goals.

Thank you for considering my application. I am enthusiastic about the possibility of contributing to the success of Hardman Group and welcome the opportunity to discuss my candidacy further.

Sincerely,

Natalie Feaser