

2035 Turnberry Lane
Coquitlam, British Columbia V3E 3N2

August 8, 2022

Konrad Group
Digital Agency and Consultant
469 King St W, Floor 2
Toronto, ON M5V 1K4

Dear Konrad Group,

Please consider my application for an Associate Consultant internship at Konrad as advertised on LinkedIn. I will be graduating from the University of British Columbia in May 2023 with a bachelor's degree in English Literature and am seeking a job opportunity in user experience to follow my graduation. My interest in applying stems from Konrad's values of creating innovative and human-centered experiences—two elements that align with the set of values I wish to develop and integrate into a professional environment.

In reference to the credentials on my resume, I am highly experienced in writing competency and visual communication skills. My previous work as a digital marketing coordinator for a local café in Coquitlam involved planning and designing weekly posts for social media platforms. This allowed me to develop skills in content creation—using several Adobe Creative Suite programs—that aimed to promote brand awareness and increase online interactions with followers. Having worked independently to design posts motivated me to conduct self-learning and find the necessary resources to develop in both a professional and personal manner; however, I also frequently communicated with the marketing team to plan digital marketing strategies that focused on connecting a company's objectives to its customers.

As a senior manager at the local café, I am well aware of the effort and attention required to accommodate to a client's needs while maintaining an efficient working environment for staff; working a leadership role in the restaurant industry further developed my skills in communication, organization, and hospitable integrity.

My genuine interest in creating meaningful and effective content encourages me to combine creativity and communication in an intuitive manner. I am prepared to work well with others and advance in my design thinking by always ensuring that the user experience is natural and fluid.

Thank you for your time and consideration of my application. If you believe my background is a well-suited fit for Konrad, please email me at danaee6720@gmail.com or phone 778-861-2597.

Best regards,

Danae Echeverria

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