

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](mailto:danaee6720@gmail.com) or phone 778-861-2597.

Best regards,

*Danae Echeverria*

Danae Echeverria

# DANAE ECHEVERRIA

danaee6720@gmail.com | 778 861 2597 | Coquitlam, BC

**OBJECTIVE:** To begin my career in digital content strategy and UX writing or other entry-level position with a digital marketing firm.

## **EDUCATION**

### **Bachelor of Arts, English Literature Major**

*2018 - present*

University of British Columbia – Vancouver Campus, B.C.

- Relevant Coursework: Technical Writing, Media Studies, English Grammar and Usage, Language and Communication
- Expected Graduation: May 2023

## **RELEVANT PROFESSIONAL EXPERIENCE**

### **Digital Marketing Coordinator**

C Market Coffee - Coquitlam, BC January 2021 to December 2021

- Initiated a series of marketing campaigns including email, print, and social media
- Designed concept and content for weekly posts on Instagram and Facebook to promote products and events using programs such as Adobe Illustrator, Photoshop, and Procreate
- Negotiated, and secured new relationships with local organizations to increase our partnership expose the café to a broader audience.
- Researched and developed marketing strategies, Google Analytics, and Search Engine Optimization for online properties
- Organized and designed the company website using Shopify

### **Store Manager**

C Market Coffee - Coquitlam, BC August 2017 to May 2021

- Catered to large volumes of customers at a time while accommodating with the highest level of customer service
- Developed efficiency-enhancing workflow and operation improvements that made it possible to accommodate increasing customers
- Became a trusted assistant to the company, executive staff, and earned a reputation for producing high-quality work

## **SKILLS**

Adobe Creative Suite, MS Excel, PowerPoint, SEO, Google Analytics

## **REFERENCES**

Available upon request.

2035 Turnberry Lane  
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August 8, 2022

Derek Woods  
2036 Main Mall  
Vancouver, BC, V6T 1Z1

Subject: Reference Letter

Dear Derek Woods,

Thank you for the insightful English classes that I took with you at UBC last semester, both were greatly enjoyable and beneficial to my writing development. This upcoming spring, I will be completing my bachelor's degree and have found an exciting opportunity in marketing that I am exploring. I believe that a reference from you would provide a potential employer with information to recommend me to a firm specializing in digital consultations. I was hoping that you might know me well enough and have a high enough regard for my writing and academic abilities to write a general recommendation for my credentials file.

I have included a summary sheet to refresh your memory about some key research papers written for your classes. Additionally, I have attached my resume which highlights some of my recent accomplishments outside the classroom.

Thank you for taking the time to review this request—if you are unable to provide a reference letter at this time, I understand. Please feel free to email me with any questions or concerns at [danaee6720@gmail.com](mailto:danaee6720@gmail.com). I look forward to hearing back from you.

Sincerely,

*Danae Echeverria*

Danae Echeverria

Enclosure: Key Research Papers and Updated Resume

2035 Turnberry Lane  
Coquitlam, British Columbia V3E 3N2

August 8, 2022

Jun Park  
820 Village Dr #110  
Port Coquitlam, BC, V3B 0R9

Subject: Reference Letter

Dear Jun,

I am writing to ask whether it would be possible to provide a reference letter for me. I have been working at C Market Coffee as a loyal and dedicated employee from the café's opening date back in April 2019. Since then, I have been promoted from barista to store manager, taking on valuable responsibilities that I am grateful for as it has allowed me to advance in my leadership and management skills.

I am in the process of seeking an opportunity as an Associate Consultant Intern at a digital agency in Toronto, and a positive reference letter from you about my performance as manager and leadership skills would enhance my prospects of achieving my career goals.

Thank you for taking the time to review this request—if you are unable to provide a reference letter at this time, I understand. Please feel free to email me with any questions or concerns at [danaee6720@gmail.com](mailto:danaee6720@gmail.com). I look forward to hearing back from you.

Sincerely,

*Danae Echeverria*

Danae Echeverria

2035 Turnberry Lane  
Coquitlam, British Columbia V3E 3N2

August 8, 2022

Bridgette Hyun  
950 Seaborne Ave #1120  
Port Coquitlam, BC, V3B 0R9

Subject: Reference Letter

Dear Bridgette,

Thank you for the opportunity to work in an engaging digital marketing position where I learned the fundamentals of strategy and research with a clear-end goal. It was my first exposure to a marketing experience and I am grateful for the guidance you provided me throughout my employment as a Digital Marketing Coordinator.

I am seeking to apply as an Associate Consultant Intern at a digital agency in Toronto. They have requested three reference letter and I would appreciate if you could write a general recommendation for my credentials file.

Thank you for taking the time to review this request—if you are unable to provide a reference letter at this time, I understand. Please feel free to email me with any questions or concerns at [danaee6720@gmail.com](mailto:danaee6720@gmail.com). I look forward to hearing back from you.

Sincerely,

*Danae Echeverria*

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