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elbkind GmbH
Palmaille 33
22767 Hamburg

To Whom It May Concern,

I am writing to express my interest in the *Social Media Praktikant* position that has recently been posted on Glassdoor. I am a university student in the US pursuing a bachelor's degree in Modern Language and Culture; German Applied Business. I feel it is important to note that I have lived, worked, and studied in Germany for one year and speak German at the C1 level.

In the past, I have developed and implemented a 12-month social media plan for a non-profit organization. I have worked with other local companies, assisting them with marketing strategies and ways to improve their social media outreach. I have created mock-ups and presented them to companies all throughout high school. Several elements of my campaigns are still in use today. Finding creative ways to reach people is something that I enjoy doing and comes very naturally to me.

At the moment, I operate the Instagram page of my university's German Studies department. I take and upload photos to our feed as well as create graphics for our stories. I believe that I have a deep understanding of social media platforms such as Instagram, Twitter, Facebook, and Snapchat. I am always finding new ways to utilize these outlets and make it a point to stay relevant online. I also have experience with logo design, web design, and video editing. The most recent video I created was a promotional video documenting my recent study and work abroad experience for my university's German Studies department.

I believe that these skills and my eager-to-learn attitude would make me a great addition to the elbkind team.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,



Samantha Baker

- A. **Company description:** elbkind GmbH is a German communication agency with offices in Hamburg, Berlin, and Stuttgart. The agency works with clients to help them understand the digital world and how to have an online presence. It was founded in 2008 and currently has just 147 staff members. elbkind's goal is to teach clients about brand consultation, strategy, and one-stop realization. Some current clients are Rittersport, Mercedes-Benz, Telekom, Hennessy, NUK, NEFF, and the Frankfurt Airport.
- B. **Duties:** My job would include developing digital designs and the production of social media content for well-known customers, specifically in the automobile industry. I would create mock-ups for their creators and find looks that match each campaign. I would select, create, and develop content for their social media platforms. The editing and retouching of graphics, basic video and audio editing, and the transformation of infographics will also be required.
- C. **How I am qualified:** In application letter above.

Write a 300 word application letter for this position (about 1 page)

- a. Describe the company
- b. Describe the position and its duties
- c. Explain how your current experience (including concepts from this course!) qualify you for that position.