

123 Buffalo Drive  
Buffalo, NY 14260

January 1, 2017

Olivia Smith  
Marketing Manager  
Pegula Sports and Entertainment  
199 Scott St #200  
Buffalo, NY 14204

Dear Ms. Smith:

Having reviewed the Pegula Sports and Entertainment Marketing intern listing, which is posted on Bullseye powered by Handshake, I respectfully submit my resume for consideration. Beyond providing me with an opportunity to incorporate my love of graphic design into an internship experience, I believe that this position would allow me to gain practical experience, while also enabling me to contribute my writing, organization, and strategic planning skills. Pegula Sports and Entertainment's mission to inspire audiences and artists to dream and discover aligns with my personal interests to promote and market performing arts.

I am currently a senior at the University at Buffalo with a concentration in marketing. I believe that my proficient communication skills and ability to multi-task in a fast-paced environment will fit well with the Pegula Sports and Entertainment's marketing internship. With a major in Communication, my educational background has provided me with an understanding of media components and the ability to clearly articulate my thoughts and ideas. Additionally, I have gained practical skills in my work as a Media Intern with Local Music, Inc. Through this experience, I have learned to effectively facilitate meetings, develop promotional materials, and engage in program planning featuring local artists and performers. I have also had two years of event planning and marketing experience through my previous work with University at Buffalo Career Services. In that role, I updated website content and developed concepts for events. These experiences have taught me how to effectively manage my time while working under tight deadlines.

I am very enthusiastic about the possibility of interning for the Pegula Sports and Entertainment and have enclosed my resume for review. I would greatly appreciate the opportunity for an interview. If I can provide further details, please contact me at (716) 555-5555, or email me at victorebull@buffalo.edu. Thank you for your time and consideration.

Sincerely,

Victor E. Bull