



Job Title: Marketing Internship – Campus/Summer, 20xx, San Jose, CA
Division: Endoscopy
Focus Area: Marketing
Business Sub Functions: Branding/Product Marketing

Job Description:

Stryker, a global leader in medical technology takes great pride in their people – and that’s why we are looking to expand our talent. As a result, we are looking for dynamic, results driven Marketing associates to help drive our business and image going forward. As a Marketing Associate Intern, you will:

- Put the customer first, and gain valuable experience as a result
- Gain exposure to multiple product lines and marketing functions
- Be part of one of Fortune Magazine’s Top 100 Companies to Work For
- Implement new ideas, be constantly challenged, and develop your skills

Qualifications:

- Currently working on completion of Bachelor’s Degree in related field or equivalent
- 3.0 GPA or above
- Excellent oral and written communication skills
- Ability to understand and follow written and verbal instructions
- Strong organizational, problem-solving, and analytical skills; able to manage priorities and workflow
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Ability to exercise independent judgment
- Proficient on basic computer programs: MS Word, Excel, PowerPoint
- Proven leadership and business acumen skills
- Proven ability to handle multiple projects and meet deadlines
- Strong interpersonal skills

Marketing Interns will have an exciting opportunity to complete projects for various teams within the marketing department. This experience will give the Marketing Intern a well-rounded experience as well as the opportunity to have a direct impact on our business. The responsibilities will revolve around medical education, marketing/operations, brand management, and portfolio management.

John W. Brown

1234 St. Charles Avenue • New Orleans, LA 70118 • 504.000.0000 • liberalarts@tulane.edu

SUMMARY

Second year Tulane University Liberal Arts student seeking **Marketing Associate Internship** at **Stryker Endoscopy**. Strengths include:

- Strong interpersonal, analytical, and leadership skills demonstrated through coursework, employment, and leadership experiences
- Exceptional ability to manage multiple priorities and solve problems
- Enthusiasm for taking on new levels of responsibility and executing organizational strategies for new business development

EDUCATION

Bachelor of Arts, School of Liberal Arts GPA: 3.62 May 20xx
Tulane University, New Orleans, LA

Interests: Communications, Branding, Marketing
Academic Honors: Presidential Scholarship, Dean’s List

MARKETING EXPERIENCE

Marketing Assistant/Intern May-August 20xx
Farrallon Development, LLC, San Francisco, California

- Co-managed project for Presido Park ad campaign. Designed system for managing and tracking referrals for new business. Created PowerPoint presentations for team leader to use in weekly staff meetings
- Collaborated with staff at all levels using creative problem solving techniques, mature judgment, and strong verbal and written communication skills
- Organized team of Millennial staffers to provide demographic consultation to marketing department manager to target social media marketing campaigns, enhance company brand recognition, and manage public relations projects

Barista Summer 20xx-20xx
Peet’s Coffee, Lafayette, California

- Worked 30 hours a week as part of a 5-person team responsible for delivering exceptional customer service and quality products. Promoted to shift manager within 3 weeks
- Exercised strong communication skills and flexibility while maintaining professionalism with diverse clientele
- Invited to return in supervisory role; declined offer in lieu of Farrallon internship

LEADERSHIP & SERVICE

Sophomore Representative, Tulane Marketing Interest Group Fall 20xx-present
Peer Educator, Tulane Academic Success Center Fall 20xx-present
Co-Founder, Student Jazz Preservation Society Spring 20xx-present

SKILLS

Computer: Proficient in MS Word, Excel, PowerPoint, basic knowledge of SPSS, SAS, and InDesign
Languages: Fluent in Spanish, Intermediate Proficiency in Hebrew

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November 2, 20xx

Mr. Charles S Smith
Stryker Endoscopy
5900 Optical Court
San Jose, CA 95138

RE: Marketing Associate Internship

Dear Mr. Smith,

Please accept this letter and attached resume as a sincere expression of my interest in the **Marketing Associate Internship** position offered by Stryker Endoscopy this summer. After reading about the internship position for Tulane University's Career Center database, Wavelink, I was particularly excited about the opportunity to intern with a company who values expanding talent around marketing and branding.

Though I have not declared a major yet at Tulane, my academic focus has been on business, communication, and international relations. I constantly drive myself to meet challenges and achieve goals, and Stryker offers the challenging and results-oriented environment in which I particularly thrive. Though I plan to take full advantage of the opportunity to work on a variety of projects as an intern to hone my communication and business skills, I welcome the chance to apply my customer service, problem solving, leadership, and technical experience at Stryker to make a positive impact as you seek to create and provide innovative healthcare products through integrity and accountability.

Success is measured in results; and I can bring the following results-oriented qualities to Stryker:

- Demonstrated proficiency in attending to customers' needs and fostering client relationships
- Outstanding teamwork and leadership skills, where I have demonstrated my ability to both contribute and motivate
- A goal driven work ethic and dedicated approach to all tasks and undertakings

I would greatly appreciate the opportunity to meet with you in person to share how my qualifications can help you achieve your goals. I look forward to speaking with you further on my enthusiasm for joining the Marketing team at Stryker next summer. Thank you for your consideration.

Sincerely,

John W. Brown