

## **Jorri A. Heil**

jaheil86@yahoo.com

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Lisa C. Young  
Marketing Director  
Smith Haughey Rice & Roegge  
250 Monroe Avenue NW, Suite 200  
Grand Rapids, MI 49503

Dear Ms. Young:

I am interested in your marketing internship, which was posted on Grand Valley State University's Career Connections database. Researching Smith Haughey Rice & Roegge led me to discover that your organization's attorneys contribute to state and national publications and are recognized for their achievements. This, along with Smith Haughey Rice & Roegge's commitment to a professional, people-oriented workplace, has ignited my interest in your organization. My experience in both public relations and professional writing, including a public relations internship at D.A. Blodgett for Children in Grand Rapids, would make me an asset to your organization.

My background appears to fit with your needs for an intern to assist with special event management and promotions. For example, at my D.A. Blodgett for Children internship, I created radio promotions for the Big Brothers Big Sister's Golf for Kids' Sake event. I collaborated with the media sponsor, Citadel Broadcasting, to write promotional scripts and organize an on-air auction.

What appeals to me most about this position is assisting your organization with a variety of marketing and public relations tasks. In addition to being able to assist with promotions and events, my internship experience and double major in public relations and professional writing would meet your needs for an intern with media relations experience. I have drafted news releases, media alerts, and pitch letters, and I have become adept at pitching them to the appropriate media.

My understanding of marketing and public relations would make me a successful intern at Smith Haughey Rice & Roegge. I would appreciate the opportunity to set up an interview with you to further discuss how. You may reach me at 231-571-3052 or at jaheil86@yahoo.com. I look forward to hearing from you.

Sincerely,

Jorri A. Heil