Dear Admiral Kaler:

At many universities, students receive a strictly generic marketing education. Fortunately, the education I have received at James Madison University has comprised of both learning business theories and practices within the classroom, and I have had the opportunity to apply this knowledge to “real world” experiences. I believe that this unique educational experience, combined with my leadership experiences outside the classroom, would enable me to contribute to the marketing internship that SimVention’s has considered developing.

The business environment at James Madison University is unlike many other institutions. Students’ business skills are tested by being placed in business-like scenarios where they are forced to make individual and group decisions. In my interpersonal skills course I was placed in a team with five other individuals, and our assignment was to persuade the class to take a sequel to the course. While this might not seem as though it is a particularly difficult task, it is actually quite similar to the challenges we might eventually face in the business world when we need to market our services to customers. Throughout the semester, our group developed a course curriculum, chose guest lecturers, and organized field trips in order to convince our classmate audience. During the group project, our team faced difficulties with personal conflicts, as well as with meeting deadlines. This project helped me to develop leadership skills that would enable me to work in a competitive business environment with a diverse group of colleagues. In fact, when I was promoted to Manager during my summer job at Tropical Smoothie Café, I found that I was able to apply many of the practices that I had gained in this class when I had to supervise employees who were dishonest or who did not possess a strong work ethic.

As important as my formal education is the experience I have gained through my extracurricular experiences. This year I have served on the Madison Marketing Special Events Committee, and I have had the opportunity to contact local business owners in order to persuade them to make donations and to sponsor various fundraisers. Through the building of our relationship with area businesses, we have often been able to offer advertising space to them through various outlets of communication at the University.

Within my fraternity, I have served on a fundraising committee for the Special Olympics. While serving on this committee, I have solicited local and national businesses in order to gain their sponsorships. I ask the sponsors for monetary donations, and in exchange, these businesses gain advertising time during our week long events for the Special Olympics. My chair position has also allowed me to gain valuable marketing skills in a professional environment.

Prior to my college experience, I took courses focused on developing skills in Microsoft Publisher and Microsoft PowerPoint. During the spring of 2009, I was nominated to attend a Spotsylvania County publishing competition. I continued to utilize my publishing skills during fall of my freshman semester when I volunteered at the James Madison University Office of Staff Training and Development. I helped develop a brochure advertising their resource collection. Throughout my college career, I have regularly developed professional PowerPoints as well as Microsoft Access Databases.

My coursework and leadership experiences demonstrate only a few of the many marketing and design skills I have developed during the course of my college career. I would enjoy having the opportunity to speak with you about the many other skills and experiences I have outlined on my attached resume. Thank you for your consideration, and I look forward to discussing your needs, as well as how I can address them.

Sincerely,

Evan Lyons