



CARL HOLMES

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date

Killington
ATTN: Harmony Rappoport
4763 Killington Road
Killington, VT 05251

Dear Ms. Rappoport:

I am very excited and interested in acquiring a marketing internship during the summer months at the Killington ski resort. With my extensive classroom experience and life experiences on and off a ski mountain, I am convinced that I will be a very successful and beneficial intern for Killington.

Throughout my education in the Southern Vermont College marketing department, I have gained considerable experience that could aid me as an intern. In many of my classes, we have created marketing plans for real-life companies to enhance product distribution and placement and product image. As you know, a company that is effectively positioned will have a great response along with, in Killington's case, a successful ski season.

As an intern, I would take the initiative to gather the information that enables Killington to give customers what they want.

All of my of my work experience has been geared toward selling and serving customers. As an assistant at a veterinary clinic and an intern at a winery, for example, I have effectively interacted with people and learned to handle everything from complaints to compliments. I am confident that through my work experience and interpersonal skills, I can meet both the company's and consumers' needs. I also offer strong computer skills.

Having grown up on a ski resort near my hometown of Manchester, VT, I am qualified to work at a ski resort, and I am confident that I will make a significant contribution. My time on the mountain has enabled me not only to progress quickly through my experience levels and race for a regional, but has familiarized me with the way a ski resort operates and what customers want. I am committed to marketing that impacts the customer and enhances your resort's growth.

Thus between my work and life experience, along a solid marketing education, I am certain that I am the right person for the internship. I would like to further discuss the concepts involved in an internship with Killington. I will call you in about a week to make sure that you have received this material, and that you have all of the information you need. I will be in your area in May and would like to schedule a meeting at that time. Thanks for your consideration.

Cordially,

Carl Holmes