

Harper Applicant
123 Main Street
Anytown, CA 12345
555-555-5555
harper.applicant@fau.edu

September 1, 2018

Paul Lee
Director, Human Resources
New Age Gallery
123 Business Rd.
Business City, NY 54321

Dear Paul Lee:

As a graduating senior from Florida Atlantic University's Art History Department (with a minor in Marketing), I was excited to discover your posting on Handshake for a Gallery/Marketing Assistant at New Age Gallery. My goal in gaining my degree in Art History has always been to promote the contemporary art scene, and I can think of no place better to launch my career than at New Age Gallery.

Academically, my extensive coursework as an honors student in Museum Studies has enabled me to gain an understanding of how exhibits are coordinated and marketed. As part of my capstone Arts Management course, I worked as an intern for the Florida Atlantic University Museum. My responsibilities in this role included conducting gallery tours, manning the reception desk and answering phones, and creating effective promotions within a tight deadline for an upcoming exhibition. I also coordinated a "meet and greet" happy hour with local artists that raised more than \$8000 for our "Friends of the Museum" fund.

Through my involvement on the marketing committee of the FYI organization at Florida Atlantic University, I was able to enhance my marketing and research skills. I was able to work with various platforms including LinkedIn, Facebook, and Canva to create various materials with the purpose of attracting students to our events.

Eager to learn more about your gallery operations, I would welcome the opportunity for a personal interview. Please let me know if there is any other information I can offer to support my candidacy for the Gallery / Marketing Assistant position; I hope to hear from you soon.

Sincerely,

Your Signature

Harper Applicant



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777 Glades Road, Boca Raton, FL 33431 | Student Support Services Bldg. SU-80, Suite 220
career@fau.edu | 561-297-3533 | fau.edu/career