

12 December, 2016

Mario Rossi
Via Mecenate 12
21556 Roma

Ms. Maria Bianchi
Human Resources Office
Barilla SpA
Via Mantova 166
43433 Parma

Dear Ms. Bianchi,

Barilla is Italy's most prestigious and successful food company, according to *Forbes'* 2017 ranking. Your success is largely a result of your extraordinary marketing skills. Your need for a young graduate with Marketing experience, teamwork skills and English proficiency is exactly what I can contribute to your position of Junior Marketing Intern.

Your Marketing needs can be met thanks to my academic and work experience. Academically, I am pursuing a Marketing degree at John Cabot University and have achieved a 3.8/4.0 grade point average in my Marketing classes. From a professional point of view, my fascinating internship at Eataly last summer strengthened my passion for Marketing and my understanding of how it is used in the food industry. I was given the responsibility of creating all content for Eataly's's Facebook page: I wrote about 100 Facebook posts and interviewed Eataly's staff, who told their stories and shared their enthusiasm about Italian food. Among them was the founder, Mr. Farinetti, who gave a humorous description of how he got the idea of starting the company. I am happy to say that our Facebook followers increased by 50% during the summer!

Your teams are a key asset to your Marketing strength. My sports and volunteering background have strengthened my own teamwork skills. In fact, I played soccer for five years on a 15-person team in high school. Practicing five hours per week and competing every weekend enabled us to become regional champions in 2015. In addition, I have always been deeply committed to volunteering. Every month, together with a group of five classmates, I spend half a day at the Nafura Refugee Center in Rome, preparing and serving meals to about 100 refugees from all over the world. My time at the center, and my ability to work in a group to alleviate the suffering of others, has been one of my most rewarding extracurricular activities.

Barilla uses English in all of its professional communication. I am fluent in English. All classes at John Cabot are in English and I have invested heavily in taking as many written and oral communication courses. In addition, I spent a semester studying in the United Kingdom and two summers in Ireland. On both occasions, I lived with a local family and fully immersed myself not only in the British language but also in the culture (I even learned to appreciate British food, from porridge at breakfast to shepard's pie at dinner, while longing for a delicious dish of Barilla's *penne all'arrabbiata!*).

Please see my attached resume and call me for an interview at your earliest convenience. I am enthusiastic about the prospect of working with Barilla and am confident of being an ideal candidate for the position of Junior Marketing Intern. Thank you for your time and consideration.

Best Regards.

Mario Rossi