

Marketing Internship Cover Letter - Template Structure

This is a template structure, not a real accepted cover letter. Replace every bracketed section with your own experience. Do not submit this as-is.

[Your Name]

[Your Phone] | [Your Email] | [City, Country]

[Date]

[Hiring Manager Name - if unknown, use "Marketing Team" or the department head's title]

[Company Name]

[Company Address / Bali, Indonesia]

Dear [Hiring Manager Name / Marketing Team],

PARAGRAPH 1 - THE HOOK

[Open with a specific detail about the company's marketing work that you noticed and admire, tied to why you're applying. Avoid generic openers like "I am writing to apply for..."]

PARAGRAPH 2 - WHY THIS COMPANY, SPECIFICALLY

[Name one or two specific things about their marketing approach - a campaign, a channel, their brand voice - and connect it to your own interest and skills. This paragraph should prove you researched them specifically, not that you're sending the same letter to twenty companies.]

PARAGRAPH 3 - RELEVANT SKILLS AND EXPERIENCE, WITH PROOF

[Give two or three concrete examples of marketing work you've done: coursework projects, a personal brand or account you've grown, freelance work, a previous internship. Use numbers wherever you have them - followers grown, engagement rate, campaigns run - and name the tools you used, e.g. Canva, Meta Ads Manager, Google Analytics, CapCut.]

PARAGRAPH 4 - AVAILABILITY AND CLOSE

[State your availability dates clearly, mention you're applying through Island Internship if relevant, and close with a specific, confident call to action - not just "I look forward to hearing from you."]

Sincerely,

[Your Name]

Notes for using this template

- Keep it to one page.
- Every bracket should be replaced with something specific - no bracket should survive into your final version.
- Research the company before writing paragraph two. Five minutes on their Instagram or website reveals more than generic praise ever will.
- If you don't have "real" marketing experience yet, use what you do have: a personal Instagram or TikTok you grew, a student organization's social media, a class project with a real deliverable.

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