

Longwood Student

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Bumble Headquarters
1105 W. 41st Street
Austin, TX 78756

Dear Hiring Manager,

I decided to enter the world of Communications after discovering my passion for working with others and helping them form meaningful relationships. During my college career, I have been able to explore this passion and hone in on a variety of skill sets, including my ability to work with diverse individuals as well as enhance my marketing abilities. I am particularly drawn to Bumble because your company upholds values that are important to me, such as a dedication to fostering interpersonal connections while working to create innovative platforms. For these reasons, I believe working as a Public Relations Associate at Bumble would be a wonderful opportunity.

I believe Bumble stands out from other dating applications because it empowers women to make the first move while emphasizing kindness, growth, and accountability. As an open-minded and progressive individual, I want to align myself with a company, such as Bumble, that also values diversity, equality, and individualism. In addition, I appreciate that Bumble views individuals from a holistic point of view by offering individuals a variety of platforms to help them form connections, such as Bumble Date, Bumble Bizz, and Bumble BFF. Through your various platforms, I have been able to meet a variety of individuals who have shared their experiences with me and helped me to form both relational and networking connections. While working at Bumble, I would love the opportunity to contribute to your company's goals of creating innovative platforms, breaking stereotypes, and overcoming outdated gender norms.

During my time at Longwood University, I have had the opportunity to improve upon and demonstrate my public relations and marketing skill set. For example, I currently work as an Editor for Longwood University's student-run magazine, "The Rotunda." This experience has allowed me to stay up-to-date on not only campus events, but also other relevant issues within our community. I thoroughly enjoyed writing articles, editing my peers' work, and creating interesting content for our student body. In addition to working for The Rotunda, I have also worked as a Public Relations Intern for Longwood's Office of Alumni and Career Services. Within this role, I managed and ran the office's various social media accounts, including their Instagram, Twitter, and Facebook page. This position required strong time-management skills and extensive knowledge of different computer software as I had to meet strict deadlines for posting content while keeping AgoraPulse and Asana up-to-date. Additionally, I have been able to demonstrate my enthusiasm for current news and pop culture within my various courses by presenting publicity campaigns, creating social media brand initiatives, and writing press releases.

Based on my previous experiences, personal values, and appreciation for your company, I know that I am capable of being an effective PR Associate at Bumble. I hope that you will consider me for this position based on my passion and dedication for helping individuals form meaningful connections and my willingness to grow within this field. Thank you for your time and consideration; I look forward to the opportunity to discuss this position further.

Sincerely,

Full Name