

Camryn Communication

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Dear Hiring Committee,

I was excited to learn Siemens was offering remote fall internship opportunities. Storytelling, innovation and sustainability are three areas where I thrive, and I think the communications and marketing internship is a perfect fit with my interests and strengths. I am eager to implement innovative, strategic, and sustainable communication strategies that elevate Siemens ability to tell important stories.

As a student of the University of Oregon SOJC Honors Program, I have the ability to tell stories that connect brand challenges with hard academic data. This term I have used my research skills to conduct a study on the credibility of influencers on social media. A strong social media presence is an essential aspect of strategic communication, and I am eager to apply my academic research skills to create effective communication strategies to meet America's greatest challenges at Siemens.

I've also had the opportunity to gain experience working with clients as an account executive with student-run agency, Allen Hall Public Relations. As an account executive for a local kombucha company, I have conducted industry analysis to differentiate my client in a crowded kombucha market. I've created media lists and pitched stories to local journalists and influencers on behalf of my client. By producing work that is in-line with the vision and aesthetics of the company, I have earned the trust of my initially weary client. Working to find ways to engage new customers, I recently pitched a social media campaign idea that would position my client as an alternative beverage to the sober community. At Siemens, I will have an opportunity to thrive among likeminded, innovative colleagues.

This past summer, I had the privilege of working at Hot Press Magazine, a music publication in Dublin, Ireland. Engaging directly with their readers and local businesses on social media, I relied on my attention to detail and keeping up with local news to communicate as a cohesive part of the brand. After seeing a lack of consistency between social media posts across platforms, I volunteered to establish a style guide for social media coverage of an upcoming music festival. This helped inform the work of other interns and made it easier to create a cohesive engagement report for upper management. Siemens will benefit from my strong work ethic and creative problem solving.

The internship position allows me an opportunity to contribute to the 2020+ Siemens vision. I enjoy researching diverse markets and creating innovative ways to target respective markets. The Siemens' internship position allows me to tell meaningful stories through multiple media platforms. Thank you for your consideration, and I look forward to discussing the position with you.

Respectfully,



