

Carlos Copywriter

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Laundry Service
120 SE Clay St., Suite 100
Portland, OR 97214
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Dear Hiring Manager,

I am writing to apply for internship position with the strategy team. I was excited to see this position available on the Laundry Service website after I connected with Blake Roberts who is a Creative Strategist with the New York office. After our discussion, I was inspired to apply for this role. My long term goal is to work with large accounts across the globe as a producer or project manager for television commercials and eventually oversee an ad agency as an executive. I believe this position will help me further my knowledge of the advertising industry, while also combining my knowledge of account and project management to be the best possible addition to day-to-day agency operations at Laundry Service.

My experience working with a variety of organizations has led me to seek a role where I can learn more about how branding can elevate a product or organization. After speaking with Blake about the office culture and researching past work, I resonated with the creativity and innovation that Laundry Service values. Further, my academic work in advertising paired with my minor in sociology allows me to see the connections between how people respond and think about brands. After the monumental marriage equality decision and societal shifts in acceptance of the LGBTQ+ community, the connections between culture and consumer were at the front of my mind while I wrote advertisement copy for the Back to Eden bakery. While the advertisements led to a 12% increase in sales, the most meaningful part of this role was engaging with customers who were finally able to celebrate their love. The position with the strategy team would allow me to utilize my experience in innovative advertising and make significant contributions to upcoming projects.

Last winter, I had the opportunity to create an ad campaign for NASCAR and work closely with the strategy team on a budget of \$500,000. In my role, I was responsible for conducting quantitative and qualitative research to determine the best ways to reach NASCAR's target audience as well as identified strategic partners to collaborate with on social media. I was primarily responsible for securing the partnership with Barstool Sports after pitching a proposal to several high-ranking representatives. This experience was an intensive ten-week program, but our team was able to create a robust campaign for social media and television advertising as well as establish relationships with five new partners. In addition, I have extensive experience working as a writer, designer, and strategic leader. These roles allowed me to hone my communication skills and become more attentive to details as I gained more responsibility with each role. As your team is seeking a passionate and excited individual who is ready to tackle any project, I strongly believe that my experience working in a variety of roles would allow me to thrive on the strategy team.

I am a hard worker who takes pride in doing a good job and providing a quality end result for all projects and assignments. Also, I am both reliable and responsible, and I will always aim to go the extra mile while serving both client and coworker. I appreciate your consideration of my application and I look forward to speaking with you further about my qualifications and interest in Laundry Service.

Thank you,
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Position Description

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Laundry Service is a full-service marketing agency helping brands create meaningful roles in culture, with an emphasis on lifestyle, sports, music, tech and entertainment. The agency handles strategy, creative, production, influencer management and media buying in-house, with a focus on social and digital media. Laundry Service has been named to AdAge's A-List four times, and recognized as one of FastCo's most innovative companies. Laundry Service also operates Cycle, a sister company focused on influencer marketing and premium branded content.

Laundry Service and Cycle are seeking bright, talented and innovative interns to work remotely with our team this spring! You should have an amazing **attention to detail**, a proactive attitude, and be able to take ownership of the tasks assigned.

INTERNSHIP OVERVIEW

- **Account Management:** If organization and communication are your strengths, our account team could use you. Learn what it takes to build meaningful client relationships and execute successful campaigns.
- **Analytics:** Love math? Obsessed with data? You'll fit in perfectly with our analytics team! Work with us to analyze audience data, campaign performance, and support the strategic and creative teams as we work together to optimize our work for the best results.
- **Creative // Art + Design:** If you're a nerd for kerning or turned on by typography. If you design zines or run meme accounts. If you live on TikTok or dream in dribbble. If you go ham with illustration or dabble in animation. If you're obsessed with r/photoshopbattles or logo-a-day challenges. Show us what you got.
- **Creative // Copywriting:** Your IG captions are better than your photos. You've written a friend's Tinder bio—and they got more matches. You have a strong opinion on the Oxford comma. You like writing scripts but prefer making memes. You hate the word 'wordsmith.' Word? Word.
- **Influencer:** Influencer obsessed? This team is for you. Learn what goes into creating successful talent-driven campaigns across every social platform.
- **New Business:** Obsessed with winning? Join the team that brings everyone together to pitch new business, win new clients and seamlessly manage the handoff to the accounts team, all while thoughtfully cultivating meaningful relationships with our most important brand partners.
- **Paid Media:** Curious how that product you were watching a YouTube review for yesterday somehow showed up on your Instagram feed today? Learn how companies use social and digital ads to drive their business.
- **Project Management:** Are you constantly making to-do lists, always on time, never forget a birthday or a holiday? Then project management is the team for you! Join our team and help manage campaigns from start to finish. You will be the glue that holds the team together.
- **Production:** Interested in the work that goes on behind the scenes of our video, photo and mixed media content? Work with our Production team to learn what it takes to plan a full-scale content shoot, from mapping out logistics to postproduction.
- **Strategy:** Love learning what makes people tick? Apply to be a part of our Strategy team. Learn about how consumers think, plan, and buy! Be a part of bringing brands and consumers together both off- and online.

WHAT MAKES OUR INTERNSHIP UNIQUE

Collaboration and hands-on work sit at the core of our internship program. Our approach is designed to introduce aspiring advertising professionals to the industry by integrating them directly into live projects. Work alongside your manager to develop strategies and content for brands like Nike, Amazon Music, Hennessy, Tic Tac and Dockers.

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Requirements

You are eligible if you are...

- Proactive, innovative and excited about the advertising industry
- Excellent organizational, time management and fine communication skills, both verbal and written
- Passionate about culture and what makes people tick
- Resourceful, solution-focused and creative
- A junior or senior from an accredited college or university
- All intern spots are currently for credit only. You must be enrolled in school and eligible to receive academic credit to apply.