

Mohamed Achref Azzabi

Mourouj 1, 2074 | (+216) 54 212 301 | achref.Azzabi@outlook.com

Dear Recruiting Manager:

I am writing to express my strong interest in Marketing internship position. Your company's work culture and the Software solutions you offer inspired me. I believe my education as well as my International marketing experience can greatly benefit **Exo Platform**.

I understand that the main mission of your intern will be to elaborate and implement a brand and communications Strategy that achieves tangible results and provide customer support. Studying entrepreneurship and marketing at **North Central College** was a great opportunity to understand my field of study from an American perspective. As a **Thomas Jefferson Scholarship Program scholar**, I had the chance to learn alongside international entrepreneurs who challenged me to think creatively, become a problem solver and even join the distinguished American Marketing Association. It encouraged me to take on business planning and communication courses to understand the different approaches to promoting your company's brand and vision to the world.

In addition, working as a **Marketing Manager** for Clevery Training has helped me develop an understanding of how to create and implement an Inbound Marketing campaign that targets a well specified audience in order to generate engagement. This task required learning customer profiling, copywriting and graphic design, in addition to learning how to use digital marketing tools such as Hootsuite, Buffer and Mailchimp. Through careful targeting and content creation, I managed the quadruple the company's unique visitors and increase post views by 5 folds in a period of 4 months.

Finally, my work as a marketing and customer service intern at a small business in Chicago, coupled with my participation in the **global Model United Nations** in New York City, were essential to shaping my organizational and Oral communication skills. I learned the importance of catering to different audiences and relating to how services, people and products are to change their lives as consumers or partners. Delivering a keynote speech in the United Nations headquarters taught me stress management and the importance of a clear and concise message. Contrarily, tackling business operations and customer service was great reminder that a personalized experience goes a long way.

I would be happy to discuss how the skills mentioned above, as well as others included in my resume, can help **Exo Platform**. Please feel free to contact me for any questions and to arrange an interview at your convenience.

Sincerely Yours,

Mohamed Achref Azzabi