

# Jacob Martinez

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April 17, 2019

Attn: Hiring Manager  
Volcom  
1740 Monrovia Ave.  
Costa Mesa, CA 92627

Dear Hiring Manager,

It is my great pleasure to submit my application materials for the *Visual Sales and Marketing Internship* with Volcom for the summer of 2019, which I found on Volcom's website. Growing up in Southern California, I have always enjoyed an active lifestyle full of surfing, skateboarding, and snowboarding, and I am proud to say that Volcom has long been trusted as my "go to" for top quality, iconic, and fashionable products. Whether it's Volcom's six core values, the "True to This" philosophy, or the continuous innovation in art, music, film, athletics, and clothing, I am very drawn to the company and can't think of a better place to launch my professional sales and marketing career. I know that my educational and work experiences make me an ideal candidate for the Visual Sales and Marketing Internship.

I am currently a student at Orange Coast College where I am pursuing both an Associate of Science degree and a Certificate of Achievement in General Marketing, which will be completed by June 2020. As part of my program, I have had the opportunity to take coursework across relevant disciplines including marketing, business, communication, and social sciences. These hands-on classes have allowed me to develop skills that would be well-suited for this internship, such as market research, campaign strategies, visual presentation strategies, e-commerce management, and business-to-business marketing. As part of one marketing class, I collaborated with the Irvine Animal Shelter on a comprehensive marketing research project where I developed and administered test market surveys, statistically analyzed results using Excel, and composed an executive summary/presentation that highlighted my recommendations. I have thoroughly enjoyed my marketing classes and am excited for the opportunity to bring the skills I am developing to Volcom.

In addition to my educational marketing experiences, I also interned with Chevrolet as part of their Marketing Internship Program, where I worked on a team of nine to design and implement a large scale special event to promote the new Chevrolet Cobalt. Through this internship I gained experience in presentations, reporting, media kits, press releases, and advertising distribution. I have also held two Sales Associate positions in the retail industry, both of which helped me better understand the sales process, including customer relations, stock and inventory, product knowledge, and merchandise window displays. I know that these work experiences in marketing and sales allow me to bring a solid foundation to the Visual Sales and Marketing Internship.

Altogether, I feel what I have learned at Orange Coast College and my marketing and sales work experiences make me an ideal candidate for this internship position. I would be honored to be given the chance to work for an innovative, product driven, and "fun, organized & efficient" company such as Volcom. My resume is attached but should you have any questions, please don't hesitate to contact me. Thank you for your time and consideration.

Sincerely,

*Jacob Martinez*

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