

Ella Baars

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Colin & Friends Concerts

Dear Mr. Welford,

The audience is at the heart of any good story. Colin & Friends Concerts needs a candidate who understands and caters to younger generations while maintaining the community which already exists, and I am excited to offer myself as someone to fill that position. The Social Media and Marketing intern position provides an opportunity for your team to include a demographic that is notoriously difficult to get out into the community, both as attendees at your concerts as well as within the team. This position was brought to my attention by Dr. Anna Antos at St. Norbert College. Including them will liven spaces, increase interest in the arts, and become a genuine member of the community. I have experience putting together social media posts and campaigns which inform the public while simultaneously being eye-catching, design savvy, and fun. I am familiar with the Public Relations side of things, having done campaign projects, pitches, and news releases as well. Finally, I am passionate about community and music, and the way the two are inseparable.

Social media is a tool which I am not only incredibly familiar with, but also which allows for massive amounts of reach to young adults. Facebook and Instagram, especially the latter, are platforms I have worked with before and am excited to use in a professional setting. I have taken a myriad of Communication and Media Studies courses, such as Mass Communication, Media Psychology, Writing for Media, Introduction to Public Relations, and Social Media and Society, which have each given me skills that are pertinent to this internship. I have learned, and hope to continue learning, how to package stories from a Public Relations and Marketing lens, what catches the eyes of people on social media platforms, and much more.

This internship would be a fantastic chance for me to utilize skills as well as continue to learn, and Colin & Friends Concerts is a wonderful place to do so. I appreciate your time and consideration for this position, and look forward to hearing more in the near future. I can be reached at ellabaars34@gmail.com or by phone at (262)-384-1585.

Respectfully,
Ella Baars