

# MARCUS JORDAN

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September 10, 2013

Ms. Jennifer Tyler, Director of Events and Outreach  
Ronald McDonald House Charities of Omaha  
620 S. 38<sup>th</sup> Avenue  
Omaha, Nebraska 68105

Dear Ms. Tyler:

I am writing to express my interest in the Media Intern position with Ronald McDonald House Charities in Omaha posted on Jobs4Jays. I am a junior at Creighton University pursuing a Bachelor of Science in Business Administration with a major in Marketing and am looking forward to continuing to work in marketing for a non-profit organization. My previous experience working at a non-profit, in addition to my coordination skills and creativity, make me a great fit for this position.

For the past year, I have worked as a Communications & Event Management Intern with the Down Syndrome Alliance of the Midlands managing the marketing of the program. I strengthened my creative skills by creating a successful marketing campaign which included print, web, and social media. In particular, the social media portion of the campaign resulted in a 57% increase in web traffic to the organization's Facebook and Twitter accounts. I also managed databases of donors, volunteers, and media. In this role I developed program coordination and budget management skills, in addition to learning about the unique advantages and challenges of working for a non-profit organization. My extracurricular activities have also provided me with opportunities to utilize my creativity and planning skills. As Vice President of Service for Student Activities at Creighton University, I collaborate with a team of five board members to provide events that support our community. Over the past year, I have planned the marketing and execution of five events including working with community partners and supervising a committee of ten students.

I have a passion for working in the health field and would be excited to contribute to the fundraising effort for Ronald McDonald House Charities in Omaha, an organization that raises over 80% of its budget from donors. As a member of the Ronald McDonald House team, I would contribute my hands on experience in the non-profit field and my skills in marketing and program coordination to help better people's lives. Thank you for your time and consideration. I can be reached by email at marcusjordan@creighton.edu or phone at 402.111.1111. I look forward to hearing from you.

Sincerely,

Marcus Jordan