

October 17, 2019

Under Armour  
1020 Hull Street  
Baltimore, MD 21230

Dear Ms. Doe:

As a Division I varsity college athlete, I am drawn to Under Armour because it understands the connection between high quality performance apparel and confidence on the field. After recently discovering the Brand Marketing internship, I spoke with Jane Jones who is an alumna of my university, currently serving as Under Armour's Marketing Solutions Consultant. She encouraged me to apply, and after reviewing the job description, I believe I am uniquely qualified as a 3<sup>rd</sup> year marketing major with proficiency in Adobe Scene 7. My personal philosophy of pushing myself as a student, athlete, and professional matches Under Armour's core value of empowering athletes to "turn good into great, staying hungry for whatever comes next."

Through my recent internship with Adidas, I gained the experience and skills necessary to succeed in the Brand Marketing internship at Under Armour. Last summer I worked as a Merchandising Intern in Boston, Massachusetts, helping the Reebok subsidiary team build partnerships with global retail chains interested in buying surplus inventory for markdown and redistribution. I helped the team make a first selection of incoming buyer requests by prioritizing the proposals into groups and presenting the options to my manager on a routine basis. The Reebok inventory eligible for redistribution was initially valued at \$5M, and due to my analysis of the buyer options, the partnerships team selected a buyer willing to offer the highest price for the discounted merchandise, resulting in a minimum loss for the company.

Through my on-campus volunteer work in *Magis*—a service organization at my university that focuses on homelessness prevention and education—I developed a range of digital and social media skills that would make my transition to Under Armour's digital/social brand team seamless. At *Magis*, I created social media campaigns, sharing social copy and assets with the organization's leadership and creating digital media campaigns for new member recruitment.

My hands-on experience in marketing is rooted in my education at Loyola Marymount University, where my coursework in the College of Business included classes such as Foundations of Marketing Analytics, Sports Marketing, Marketing Strategy in the Global Environment, and Supply Chain Management and Logistics. In each course I studied the practical applications of marketing theories and strategies, which will help me better understand the culture within Under Armour's marketing department and hit the ground running should I be offered the internship.

I hope to bring my skills in partnership development and social media campaigns to Under Armour, along with my strong work ethic developed by my self-driven attitude as a student athlete. I can be available for a phone screen or interview with short notice, and I am grateful for the opportunity to be considered for the Brand Marketing internship role.

Sincerely,

Iggy Lion