

Sample Cover Letter #1

Re: Tnuva Israel MBA Marketing Brand Management Internship

Dear Ms. Last Name,

Tnuva brands have been a part of my daily life since growing up. I can think of no better place to continue to build my career, and be given the chance to make a difference in consumers' lives by providing more nutritious products and the best tasting choices through Tnuva's products. I am currently studying an International MBA at Tel Aviv University School of Management, and am excited to apply for the MBA Marketing Brand Management Internship at Tnuva Israel. After speaking with various team members including XXX, YYY, and ZZZ, I have been impressed with Tnuva's collaborative, energy-filled environment, and its commitment to employee growth. All of this, combined with the knowledge that Tnuva provides interns ample training and resources, as well as the ability to take ownership of high impact projects, makes me thrilled to apply for this position.

I believe my background in marketing has given me the skills necessary to succeed in a brand management role at Tnuva. I not only have experience developing strategic marketing plans through market entry analysis and executing the marketing campaigns by writing creative briefs, setting project timelines and monitoring profitability, but also have experience analyzing marketing campaigns for conversion rates, long-term value and overall trends. Additionally, my past experience in developing direct reports, and motivating and leading cross-functional teams throughout my agency career, translates well into the interpersonal and communication skills needed to lead and inspire cross-functional teams in a brand management position at Tnuva.

I look forward to the opportunity to interview for the MBA Marketing Brand Management Internship. Please feel free to contact me if you need any additional information.

Sincerely,

Daniel Recanati
MBA Class of 2016
Coller School of Management, Tel Aviv University

Sample Cover Letter #2

Dear Mr. /Ms. Recruiter Last Name,

I am writing to you following my interest in the position available for Business and Operations Strategy Group, as I feel that my experience, skills and personality would be an excellent fit for Google. Since my visit to the Googleplex last January, and through the numerous conversations I have held with alumni who had the privilege to be a part of Google, my interest in the company has deepened. I am an MBA candidate with combined entrepreneurial, technology and financial experience, looking to put my skills to work while gaining additional industry experience.

For the last few months, I interned at ZZZ Group, a venture advisory firm specializing in the digital media sector. Working with CEOs of content production and video game studios, I analyzed and helped develop their business and financial strategies, explored various online monetization plans, advised them on potential M&A and financing deals, and facilitated term sheet negotiations with potential investors. I also conducted market research and due diligence of potential investments both at ZZZ Group and at RR Ventures, which has prepared me even more for the New Business Development Manager position at Google.

Prior to my studies at the Tel Aviv University School of Management, I had a key role in growing a technology startup from four to over 30 employees. I managed complex IT consulting and R&D projects, managed the client relationships and I recently established a successful marketing and entry strategy for a new product. Previously, I led product management initiatives as the technical manager at a UK-based internet startup, and headed a new-technology research and advisory group for five years as a sergeant in the Israel Defense Forces.

Given my entrepreneurial execution experience and my strong analytic record, coupled with my experience working with cross-functional teams and influencing decision makers, I am confident that I will be a valuable contribution to Google's Business and Operations Strategy Group. I would be delighted to meet with you and further discuss my qualifications and eagerness to be part of Google's future. Please find attached my resume, and I am looking forward to hearing from you.

Sincerely,
Dan Sofaer
MBA Class of 2016
Coller School of Management, Tel Aviv University

Sample Cover Letter #3 (Using Bullets)

Dear Ms. Lastname,

Long before I joined the Tel Aviv University School of Management, I knew I wanted to be a management consultant. The scope and level of the position create professional challenges and opportunities that excite me and are unmatched in most corporate careers. BCG's reputation as a leader in the consulting industry inspired me to learn more about the professionals who make the firm successful. Through my conversations with BCG consultants, I've seen how teamwork and impact are valued above all. I believe I would thrive in this sort of environment, and I would be excited to join the team.

My previous experience working at ABC, an economic consulting firm, as well as my participation in the Tel Aviv University School of Management Consulting Club, have confirmed that I want to pursue a career in consulting. Below I have highlighted a few key skills that make me a good match for BCG:

- **Strategic Thinking** – During a previous engagement, I identified a weakness within a company's disclosure process and developed a model to make the process more effective. I recommended the model to management, and it was adopted company-wide.
- **Analytical Background** – One of my previous projects entailed analyzing the merger of two Fortune 100 Companies. Confronted with millions of data points, I made meaningful conclusions and quantified how the merger affected the company's shareholders.
- **Leadership** – I currently serve on the Tel Aviv University School of Management Business School's consulting club's board and helped plan a "Women in Consulting Event" for the Women's Business Connection. Additionally, at my previous job, I trained new hires in programming and mentored them during their first year at the company.

I would appreciate the opportunity to bring my skillset, work ethic, and passion for consulting to the associate position at BCG. Please feel free to contact me if any additional information is necessary, I look forward to hearing from you.

Best regards,

Jennifer Recanati
MBA Class of 2016
Coller School of Management, Tel Aviv University