

STATEMENT OF PURPOSE FOR INTERNSHIP

To,
Mr. Sanjeev Gupta,

#####

14th August, 2017

Reg: Application for the role of Social Media Marketing Internship at #####

Dear Mr.Gupta,

My story began when I was still a 5 year old kid. Feedback from peers, and personal opinion brought me to the analysis that I needed to have my surname changed. I thought it was uncool because of its phonetic ambiguity. A lot of people even ended up spelling my surname in several different ways. When I get introduced to somebody, I often have to repeat saying my surname several times because they could not get it. I even tried making up surnames just to make it sound recallable and trendy.

That experience served as my first exposure to understanding the concept behind brand equity. Later on in life, I have come to explore further the benefits of having a unique surname, and eventually felt no need to change it. However, such feelings as a child had taught me to see things in terms of the indescribable intangible values that they carry. Since then, I started having this intense desire to create something out of the ordinary, rebelling against what is so - called as “conventional”

Through the years, advertising has crept into me. I get inspired by the commercials I see and have become particularly interested in designing campaigns. As an intern, I am hoping to get further exposure to these aspects in advertising. However, I also want to learn more about art direction, copywriting, as well as film making, as included in a live ad campaign assignment.

I can assure you that this experience as an intern at your firm will certainly expand my horizons further, leading me to the path of becoming a creative professional, helping me to explore myself even further, contributing to your organization with my raw and fresh ideas. I do hope to benefit from this program and enjoy it at the same time.

Sincerely,

Tulsi S.

Tulsi Subramanian
Final Year Student (B.Tech, CSE)
CVR College of Engineering