

April 2, 2017  
Your Name

Dear Nike.com Digital Team:

I am a graduate student in International Sport Management at State University of New York and am writing to apply for the internship position for Nike.com Digital team. I am very interested in the field of digital marketing and e-commerce, and would welcome the opportunity to contribute my marketing skills and experiences to your glowing business.

I am very excited about Nike's mission "to bring inspiration and innovation to every athlete in the world". As a fan of Nike's products, I am aware of the importance of e-commerce for enhancing user experiences. When I purchased shoes on Nike.com, there were a variety of styles, colors and materials to create my original design of shoes. I realized that there is enormous potential for growth and development of e-commerce because it gives customers an outstanding opportunity to gain happiness and enjoyment on their shoes making. The customer-first business emphasized on "If you have a body, you are an athlete" is also consistent with the requirement for my job.

In the internship of Nike.com Digital team, I especially want to learn advanced digital marketing and e-commerce. Given my interests, I believe that the internship program offers me an outstanding opportunity to gain practical expertise in market research, data analysis and related fields. Not only will I be able to gain essential skills in leadership, communication and decision-making in the context of sports marketplace, but I will also learn how to develop an effective marketing plan in e-commerce that will be directly applicable to my future work.

By taking advantage of 2 years of experience in marketing in ABC Corporation, I know my skills and qualifications will be applied to Nike.com Digital team. As a sales representative, I have gained marketing experience from organizing seminars and exhibitions seven times to sell cloud services. During that time, I was responsible for event execution, involving in analyzing target companies, planning seminar agenda and creating sales plan after events. I believe in applying the same level of marketing task to digital marketing and e-commerce.

Furthermore, I have learned advanced coursework in International Sport Management at State University of New York. My academic work has strengthened research skills and understanding of the international sports business and growth. With the experience of studying abroad in the US, I am confident to work in a dynamic and fast-paced organization by leveraging my experience of the coursework in Master's program.

Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this position.

Best regards,

Your Name