

**KELVIN**  
M E D I N A

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To Talent Acquisition Manager at Lippincott,

I am interested in a winter internship in visual communication design at Lippincott, your company and I are a perfect fit. As a creative company, Lippincott takes on the role and examines the brand and the idea that a company/brand wants to communicate and I want to part of that. I can help do intensive research and figure out ideas and execute them. Changing the user experience on a website or in an app, or changing the visuals and how the brand interact with the customers, is a goal I want to help with.

I'd make a great addition to the Lippincott team. My education at City Tech has prepared me for the fast and demanding environment of a creative organization. What I consistently learned allows me to understand the needs of a design team; teamwork, good communication and strong concepts/skills. I realized that communication with teammates builds relationships and a network that can provide support when designing which is very valuable. One experience that helped sharpen my design skills and introduced me to the advertising world was my communication/advertising class. I struggled working with a partner due to lack of communication and a language barrier. Our initial campaigns weren't effective, so we broke down the workflow based on our strengths. I handled copywriting and building concept, and my partner made the visuals. For our final campaign we built a career fair for previously incarcerated New Yorkers, to address unemployment in NYC. The idea was to create a partnership within companies who employ ex-inmates and provide resources, networking skills, and resume building, to give ex-inmates opportunities. At the end, I was able to maneuver around difficulties that led to success. I learned advertising is about successes and failures, forming ideas, and willing to take a stab.

I really would appreciate your time and consideration for an internship.  
Kind regards,

Kelvin Medina