**Avery Daniels**

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October 22, 2018

NPR

Washington, DC

Dear Internship Application Selection Committee,

National Public Radio has been a part of my morning routine since I was in sixth grade, so I am no stranger to it or its purpose. Naturally, I jumped at the chance to submit an application to NPR because of its significance in my day to day life. NPR to me is one of the most informative and enjoyable outlets for news and current events. I hope this letter will show my enthusiasm and my interest in the Corporate Social Media Communications Internship position for the Winter and Spring of 2019.

Thanks to NPR, I find I’m usually knowledgeable on news and current events. Having a handheld computer at my fingertips at all times allows me to stay up to date with news and social media whenever and wherever. To work in Social Media Communications for corporate Public Relations requires not only an expertise in the trends of social media, but to also know how to use social media to keep a certain topic or brand relevant. I find that NPR is the calmest and most unbiased media outlet, making the information they are reporting on easy to digest, allowing the listening to form their own opinion. They make it a point to not only report the popular political topics in the media, but to also report on stocks, different crisis in other countries, as well as exposés on current events other cultures around the world. Along with that, NPR also provides different programs and podcasts to listen to, and even provide current events for the arts, such as literature and music.

Through my major in Communication Studies and concentration in Public Relations at Longwood University, as well as being a part of this digital age and my overall generation, I’m very well versed in almost all social media platforms. Me being a millennial means that like most people my age, the ins and outs of social media are like a second language. My understanding of the social media code and current social media trends also means that I can quickly become familiar with any new platform. At NPR, I can display this through my approach to increase audience engagement. In my Contemporary Practices in Communications and Media and Society courses I’ve shown how to professionally connect, brand, through social media. This skillset would be useful at National Public Radio when planning and implementing social media outreach campaigns for NPR’s content. Being able to thoughtfully and thoroughly write a blog post is a skill I’ve displayed several times in my Introduction to Communications and Media and Society courses. This experience will be valuable to this internship when writing posts for blogs and websites for NPR.

Social media success is accredited to consistency, going hand in hand with staying updated. Achieving social media success for a media outlet in this sense is maintaining content and conducting the research necessary to post content that is relevant to the audience. Social Media Communications allows for any individual to stay up to date, regardless of what platform is being used.

Through my academics and my comfortability with social media, I’m confident I could be a valuable addition to NPR’s marketing, branding, and communications division. I believe I could be successful in this field and would love to get the chance to display this, but also get the chance to start my career with NPR. I can’t thank you enough for your time and I can’t wait to be a part of the team.

Sincerely ,

Avery Daniels

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**EDUCATION**

**Longwood University, May 2021**

* Bachelor of Communication Studies
* Public Relations Concentration
* GPA: 2.5

**WORK EXPERIENCE**

**After school, evening, and summer Nanny** : Fall 2013- Present

* Required me to brand myself on the multitude of Facebook groups to prove my skillset in childcare
* Practiced listening skills through discussing the specific wants and needs of each parent and child
* Used communication skills when the parents and I are discussing what I personally need at the care taker
* Held accountable for specific chores around the house
* Operated around the strict planned schedule of activities and tasks for the children
* Maintained communication with parents throughout the day to keep them up to date

**Creator and Seller for Beads By Avery Instagram Shop** : June 2018- Present

* Created, marketed, and publicized my own hand made product
* The page is updated daily with content involving my products
* Communicate daily with clients and possible future clients about specialized pieces and prices
* Connecting the social media accounts of clients who bought pieces to pictures of their orders on the page
* Personalizing creative packaging for each different order and always providing a card that includes both gratitude and the handle of the page to increase networking

**ACCOMPLISHMENTS**

* Taking out loans in order to pay for my college education myself
* Receiving a letter after finishing my first semester of freshman year from the president of Longwood University congratulating the students who had done well their first semester
* Successfully starting and maintaining a small Instagram business

**RELAVENT COURSEWORK**

* Creating and presenting multiple speeches on different topics for my Public Speaking course (Comm. 101)
* Writing numerous press releases, being sure to follow the Associated Press Stylebook guidelines in my Introduction to Media Writing course (Comm. 141)
* Searching social media for my Media and Society course (Comm. 210) to discover the trends among posts on social media