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My name is Ryan Eggleston, and I am a graduate in International Business from the University of Scranton. Since my time in university, I knew that I wanted to pursue a career in marketing. The prospect of crafting stories and strategies that align with a specific brand has kept me enthralled. Life would ensure that this path was not an easy one as the pandemic occurred during my final year in university, losing me a chance at interning with a company. However, I have never been the type to sit on my hands. Thus, I decided that I had to do everything in my power in order to achieve my ambitions.

As a graduate I decided to work in a role dealing with consultative sales as it felt like a lateral position to what I wanted. My engaging directly with customers allowed me to better understand buyers' psychology and I relished finding solutions to those in need. In my spare time I worked tirelessly to earn certifications in Google Analytics, Google Ads, Digital Marketing, Content Marketing, and more. Next, I invested in myself by enrolling in "Codecademy" and "The Creative Copy Writer". Each of these courses have helped to bolster my portfolio with works pertaining to various forms of copy, Search Engine optimization, Keyword research, and coding. I have since furthered my endeavors by taking on freelance work relating to these subjects. Here, I began working with programs including Google Analytics, Google Keywords, WordPress, Yoast, and more.

As shown above, I am an ambitious professional aspiring to enter the field of marketing. I believe that I have the potential, capability, and motivation to succeed. I have an extensive skillset including data analysis, creative writing, interpersonal communication, and workplace management. I believe the setback that I have faced has led me to become more motivated than ever and If I am selected for this position; I promise to bring a fiery energy and friendly face to the workplace. What I lack in overall experience I make up for with curiosity and vigor. My steadfast belief has always been to be a better man than I was yesterday, and to persevere regardless of the challenge. I eagerly await your response and thank you for your consideration.

Sincerely,

Ryan A. Eggleston