

LIV LOTT

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Dear Eva NYC Hiring Manager,

Eva NYC was first introduced to me on TikTok, with the viral Kween Glitter Spray. While I was in love with the product and its quality, I figured I would probably have to pass on it due to my conscious consuming efforts. Much to my happy surprise, I discovered that the product was not only sustainable but cruelty and paraben-free as well. Further research showed that it checked all of my boxes and had unmatched transparency with its ingredients and description. This cemented my brand loyalty and love for Eva NYC, a company that I believe I could be an asset to this summer as a brand marketing intern. My passion and experience in sustainability, talent for creative campaign support, and enthusiasm for data analysis make me a great fit for this role.

I am a rising senior at the College of Charleston, majoring in Communication with a minor in Marketing. Marrying these two disciplines, I have a talent for strategic storytelling and understand how to deliver influential objectives innovatively and effectively. My diploma will also feature a Concentration in Sustainability award, due to my unwavering commitment to implementing sustainable practices in all fields of my work. Outside of excelling in academic classwork, I hold multiple professional leadership positions on campus and have completed relevant internships.

My experience as the Director of Public Relations for CisternYard Media, the largest student-run media organization in Charleston, has grown my creative deliverables and allowed me to manage the reputation of 100+ artists and their respective branches. My project management skills were strengthened in this role, similar to my time as a Marketing Intern with the Beatty Center School of Business. There, I worked closely with the brand management collegiate team to redesign and rewrite copy for the School of Business website, crafting an improved user experience. My deep understanding of the intended audience of Gen Z made this project successful, something I further proved with my events through the Center for Civic Engagement. Here, I produced unmatched turnout to voter registration and conservation speaker events by creating poignant messaging and garnering press coverage. Finally, my ability to effectively communicate the need for sustainability was further strengthened as a board member of the Mediterranean Marine Life Center in Zakynthos, Greece.

My skill set, work ethic, and enthusiasm for Eva NYC's mission and goals make me a well-suited candidate for this position. I would greatly appreciate the opportunity to speak with you and further articulate the curiosity, creativity, and proficiency I would bring. Please feel free to contact me via phone, email, or LinkedIn should I be a desired fit for the position. Thank you for your consideration, I look forward to hearing from you soon. Let's make sustainable beauty better together.

Best,
Liv Lott