

# Natalie E. Moir

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College Park, MD, 20742

The Bozzuto Group  
6406 Ivy Lane,  
Suite 700  
Greenbelt, MD, 20770

To Whom It May Concern,

After talking to Samantha Radisch at The University of Maryland Career Fair about the Sales & Marketing Internship, I became intrigued to learn more about Bozzuto's community that uniquely fosters creativity, concern, passion and the pursuit of perfection. After pursuing an internship last summer in the Building Materials Industry at Lumbermens Merchandising Corporation, I learned that property management entails more than finding tenants to live in a certain space. My ability to build strong relationships and practice stellar customer service are skills I want to continue to develop through creating communities people are drawn to live in at Bozzuto.

As a double major in Economics and Public Relations, with a minor in Business, I strive to learn about the relationship between a consumer's financial situation and what drives them to buy a product or service, live in a certain area or pursue a certain career path. While the ability to tell a story to increase brand visibility is essential, knowing what audience to target through considering socio-economic status is essential. I saw that the "Bozzuto Listens" campaign exercises this notion in the sense that the feedback collected focuses on where the consumer lives. I am intrigued by this calculated customer-centric effort, as it signals to me that Bozzuto strives to empower residents.

My role as The Vice President of Community Affairs at the University of Maryland's chapter of The American Marketing Association (AMA) has shown me the value of enriching member experience. Through organizing a Social Impact Marketing Case Competition with Capital Area Food Bank, planning various fundraisers with College Park restaurants, and overseeing a Terp Thon team to support Children's Hospital, I enable AMA members to develop professional skills through activities that serve the local community. Through working to promote homes and planning community activities to engage prospective and current residents, I will also bring value to Bozzuto.

I am looking forward to a personal interview to further discuss how my background in marketing, sales and customer service align with Bozzuto's desire to better communities through creating long-lasting meaning. If you need any references, or have questions about my resume, please let me know by emailing natalie.e.moir@gmail.com. Thank you for your consideration, I am excited to hear from Bozzuto!

Best Regards,  
Natalie Moir