

Career Goals Statement

Name: Jane Doe

Date: June 1, 2024

Intended Internship: Marketing Intern, Acme Corporation

INTRODUCTION

I am a junior majoring in Business Administration at State University, with a concentration in Marketing. My passion for strategic communication and creative problem-solving has inspired me to pursue a career in the marketing industry.

SHORT-TERM GOALS

My immediate goal is to secure an internship position where I can deepen my understanding of digital marketing and brand management. Through this internship, I hope to apply theoretical knowledge to real-world projects, develop practical skills, and gain exposure to industry best practices.

LONG-TERM GOALS

Over the next five years, I aim to build a strong foundation in marketing and eventually obtain a full-time position as a marketing strategist. My long-term career vision is to lead cross-functional teams, create impactful campaigns, and contribute to organizational growth through innovative marketing solutions.

HOW THIS INTERNSHIP SUPPORTS MY GOALS

The internship at Acme Corporation aligns perfectly with my aspirations by offering mentorship, hands-on experience in digital campaigns, and exposure to the latest marketing technologies. Participating in this program will be instrumental in bridging the gap between academia and industry, preparing me for my intended career path.

Sincerely,
Jane Doe

IMPORTANT NOTES

- Keep your statement concise and focused (usually 1 page).
- Highlight specific goals and how the internship relates to them.
- Mention relevant skills, experiences, or coursework.
- Tailor the statement to the particular internship and organization.
- Proofread carefully to ensure clarity and professionalism.