



July 31, 2024

Dear Ms. Suranofsky,

My name is Alexander Ye, and I am a senior at Stony Brook University majoring in Multidisciplinary Arts with a focus on Music, Business, and Education. My academic pursuits have equipped me with a foundation in communication, marketing, and project management, which I have been able to apply in various leadership roles on campus.

I was eager to join The American College of Financial Services as a Marketing and Strategy Intern due to my burgeoning interest in the financial services industry, specifically in how marketing and communication strategies can influence client engagement and financial literacy. The College's reputation as a leader in applied financial knowledge and education further solidified my desire to contribute to its mission. This internship presented a unique opportunity to blend my passion for marketing with my interest in finance and gain practical experience in a professional environment.

Thank you, Ms. Suranofsky, for your generous sponsorship of the New York Life Internship program at The College. This internship has been an invaluable experience, allowing me to develop my skills in marketing, communications, and project management through hands-on projects such as suggesting edits for internal communications like the "Marketing in a Minute" newsletter, and assisting with podcast production by researching potential guests and topics. I have also gained a deeper understanding of the financial services profession and learned how to use valuable tools like ClickUp and HubSpot, which I know will be beneficial in my future career. This experience has not only solidified my interest in pursuing a career in financial services marketing but also equipped me with the skills and knowledge to make a meaningful impact in the industry.

Sincerely,

*Alexander Ye*

Alexander Ye

2024 Marketing and Strategy Intern

The American College of Financial Services