

API Intern Statement of Purpose Instructions

The statement of purpose replaces a standard cover letter and serves two important objectives:

1. It should communicate the type of internship you are seeking
2. Showcase your skills and experience, detailing why you would be a good candidate

API is already advocating for you with potential employers, a strong statement of purpose will make it easy for us to get you into employer interviews, paving the way for you to get the internship that is right for you!

Statement of Purpose Guidelines

- Files must be submitted to API as a Word doc or PDF
- Use a similar header design in your statement of purpose and resume to share your name and contact details (e.g., email, phone, etc.). Be sure to keep the font and font size the same as well.
- Use 10- or 12-point font for the body of the statement of purpose.
- Begin the letter with “Dear Intern Selection Committee:”
- In your statement of purpose, be sure to convey to the reader:
 - Your home university or college, area of study, and minor (if you have one)
 - Specify why you are seeking to participate in an internship and why you want to intern abroad.
 - Give specific examples of areas in which you would like to gain experience. The more examples you give, the better chance for us to match you with an organization.
 - Highlight at least 3-4 skills or attributes that you will bring to the internship; provide a bulleted list of your accomplishments in each of these skill areas.
 - Thank the reader for their time in reviewing your application.
 - Check your document for spelling and grammar. We suggest you ask another person to proofread your statement of purpose before you submit it.

Statement of Purpose Sample:

January 10, 2022

Dear Intern Selection Committee:

I am currently completing my junior year at the University of Texas at Austin. Upon completion of my academic program, I will have earned a bachelor's degree in marketing and a minor in Spanish. For the past two summers, I have completed marketing internships domestically at highly successful advertising firms, including a major multinational company as well as a smaller, family-owned business. As a student who excels both academically and professionally, I am committed to interning with an organization abroad and assisting its marketing department.

Specifically, I am hoping to gain additional experience developing marketing strategies, building client relations, preparing reports, and conducting marketing research, but I am also willing to assist with any other marketing needs of the organization. I am open to working in the marketing department in a wide range of organizations, but I have a strong interest in companies specializing in sports or health and wellness.

As a candidate, I offer well-developed skills in leadership, sales, and customer service. Some highlights include:

- Multiple awards for outstanding customer service at my last internship placement;
- Achieving top monthly sales recognition for three consecutive months at my current part-time job;
- Member of the National Honor Society.

With an expected graduation date of May 2023, I am seeking an international internship to enhance my education and professional background while at the same time learning about a new culture.

My enclosed résumé outlines additional details regarding my previous work experience and education. I can assure you that my commitment, enthusiasm, and professionalism will be of significant value to any company willing to host me for an internship. Thank you in advance for your time and consideration.

Sincerely,

Jill Smith
Austin, Texas