**Legacy Lion**
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Lincoln Financial Group

150 N Radnor Chester Rd, Radnor, PA 19087

To Whom It May Concern:

Brace yourself…but for most of my life I have feared anything having to do with financials. I’m guessing that is not what you were expecting from someone applying to the Lincoln Financial Leadership Preparation Program, but let me explain why this makes me a great addition to the Lincoln family.

 From a very young age I saw my family struggle as both my parents got laid off, worked overtime to cover medical bills, and even picked up overnight shifts at a local grocery store to help make ends meet. It wasn’t until recently that I made the transition from fearing financials to falling in love. My experience as an Intern at Lincoln Financial Group helped me see the importance of planning and protecting your financial futures. My personal story puts meaning behind the work that Lincoln does every day and is why I am so passionate about continuing to serve and grow as an employee of Lincoln Financial Group.

Throughout my time as an intern I networked across the company gaining insight from many different aspects of the company. I also had the privilege of working hand in hand with top executives and wholesalers helping to increase their presence on social media. My writing skills were put to use as I developed a library of social media content used to boost engagement with wholesalers. Creativity was let loose as I created a marketing plan for an upcoming anniversary celebration. No matter what I was doing I channeled my childhood and used it as inspiration and motivation to help make a change in the lives of those we work with every day.

My extensive background in writing and social media is something I hope to continue to apply and contribute through my work at Lincoln. In addition to pursing a Bachelor’s degree in Communications from Widener University, I also take Leadership Workshops through the Oskin Leadership Institute as I am constantly striving to grow as a leader. I am a firm believe that there is always something more to learn and ways to grow, which is why I am so passionate about being a part of the Leadership Preparation Program.

I am confident that my experience, drive to succeed, and outgoing personality will help me to succeed in the Lincoln Financial Leadership Preparation Program if given the opportunity.

Sincerely,

Legacy Lion