

T-Format Frank

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Whiteboard Communities
1195 Mount St, Palo MI 48870
Elizabeth Stevens
ELStevens@whiteboard.com

mm-dd-yyyy (date)

Dear Ms. Stevens,

I was excited to see the Brand and Purpose Communications Associate position posted on your website (posting #38498721). Your mission states a desire to “Provide every client with superior service at every step.” I fully believe that expert communication is the first step to providing superior customer service. My years of communications experience along with proficient training in both Adobe and Microsoft would make me a good addition to your team.

While my included resume will give a full overview of my skills and accomplishments, I would like to highlight how my skillset and experience match your requirements.

Your Requirements:

- 2+ years in media relations and pitching that has driven local or national news cycles
- Writing and editing skills
- Experience with graphic design
- Proactive and creative in identifying, developing, and maximizing brand presence

My Experience:

- ✓ Designed 4 website mockups that led to media/news marketing and increased sales by 5%
- ✓ Edited content of weekly employee newspapers
- ✓ Co-Wrote weekly employee newspapers to share data and research results to better serve clients
- ✓ Using InDesign and Photoshop, constructed over 100 business flyers and marketing brochures that included professionally constructed images and artwork
- ✓ Developed 30 business plans that led to increased brand identity and accurate customer marketing
- ✓ Observed and sat on 2 design committees that utilized social media for company branding

I am excited about the possibility of working with your team and am inspired by your company and brand. I look forward to hearing from you soon and would love the chance to set up an interview or phone call.

Thank you,

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