June 12, 2018

All-Star University

123 West Boulevard

Town, PA 19548

Dear All-Star University Hiring Committee:

Effective media outreach relies on strong communication, creativity, and strategy. As a graduate of Widener University’s Communications Studies Program, I gained experience in social media, writing, marketing campaigns, and project management through my coursework and experiential learning opportunities. It is my hope to bring my enthusiasm, skills, and talents to the Villanova University Career Center’s Digital Media & Assessment Specialist position.

My professional experiences in media outreach have shown me that powerful storytelling and promotion resonates with individuals and can persuade them to interact with a company or organization. Through my senior capstone experience, I was able to create an integrated marketing campaign for the Philadelphia chapter of Achilles International, a non-profit organization that pairs individuals with disabilities with trained guides to participate in physical fitness activities. I assisted in redesigning the organization’s website, creating promotional materials, and developing social media testimonials for marketing purposes. This campaign allowed Philadelphia Achilles to increase their visibility in the Greater Philadelphia Area and also increase membership within their organization.

Additionally, I have direct experience creating social media tools in a career center setting through my previous position as a Social Media and Events Assistant with Widener University’s Career Services Office. In this role, I was responsible for developing appealing content and maintaining consistent outreach on social media platforms including Facebook, Twitter, and Instagram. I also created promotional materials for Career Services’ events and programs such as job fairs and career development workshops. I designed marketing communications for the first ever College of Arts and Sciences Career Showcase. This unique event merged a traditional career fair with student project presentations. My promotion helped educate the campus community and employers on the benefits and structure of this event. As a result of this outreach and promotion, I utilized Facebook and Twitter analytics to determine there was an increase in both attendance at events and engagement with the office’s social media accounts.

I have experience conducting assessment in project management. In addition to co-coordinating the Communication Studies Careers Alumni Panel and Networking event, I also assessed this experience by creating a survey that analyzed what worked and what could be improved based on feedback received from attendees and fellow team members. The assessment captured data outlining event attendance, marketing outreach, and promotional engagement through social media. This assessment provided the framework for future projects and allowed my team to examine the strengths and weaknesses of the project.

I hope that I will be able to share more with you in person. I believe I would be able to not only bring my experiences, but also my passion for media outreach, higher education, and career development to this position. Villanova University is an exceptional university that fosters a culture of diversity, community, and growth and development and therefore I am extremely excited to submit my application for this position. Thank you for your consideration and have a great day.

Sincerely,

Widener Lion