

Creative Media Cover Letter

78971 Connelly Vista Cleoraland, HI 48520-2194

Dear Emerson Adams,

I submit this application to express my sincere interest in the creative media position.

In the previous role, I was responsible for comprehensive, advanced-level video and digital media production by developing concepts, researching, planning, scripting, directing, editing, and posting multimedia projects for the Department of Intercollegiate Athletics football program.

Please consider my experience and qualifications for this position:

- Experience of art direction across video
- Demonstratable creative direction experience across all media platforms
- Understands mass market consumer
- Innovative approach to work
- Influencer and PR strategy and activation
- Experience creating a new app from the ground up
- Deeply user- and design-centric (a background of working with UX designers every day, digging deep into analytics, running A/B test and never misses an opportunity to talk to customers)
- Background in either Consumer apps or very contemporary Enterprise/Team apps (Slack, Trello, Asana)

Thank you for your time and consideration.

Sincerely,

River Bergnaum