

Media Relations Cover Letter

80689 Edmond BurgMarlontown, ID 72372-8343

Dear Zion Pagac,

In response to your job posting for media relations, I am including this letter and my resume for your review.

In the previous role, I was responsible for administrative support to the three Vice Presidents of Media Relations and general support for the department.

Please consider my experience and qualifications for this position:

- Conducts media training and coaching for top executives, and develops and implements an organization-wide media training program
- Develops and maintains relationships with top-tier national reporters
- Provides effective issues management and crisis communications on issues in the media or that could be issues in the media
- Maintains the necessary assets to ensure an effective media relations program, including the online press room and an inventory of media materials
- Continuously innovates the media relations program, including use of online, social media, new media and emerging platforms and techniques
- Creates and maintains appropriate policies and procedures to ensure an effective media relations program
- Stays abreast and knowledgeable about the evolving field of media and media relations
- Demonstrates measurable results and impact toward business objectives through relevant metrics and reporting

Thank you for your time and consideration.

Sincerely,

Robin Schaefer