

# Media Strategist Cover Letter

1791 Irwin Pines West Frank, MN 51168-9807

**Dear Spencer Willms,**

I would like to submit my application for the media strategist opening. Please accept this letter and the attached resume.

Previously, I was responsible for in-depth media training for target faculty, to include analytical assessment of media environment, recent trends in print and broadcast news coverage, and hands-on training to improve the quality of faculty presentations.

Please consider my qualifications and experience:

- Experience in building, executing, managing and optimizing multi-channel media campaigns across all channels including offline, digital and social media
- Strong organizational, analytical, presentation and leadership skills
- Strong command of media research and resources capabilities and limitations
- Substantial knowledge and experience working in Microsoft Excel, Word, PowerPoint and other relevant platforms
- Experience with the design lexicon and working in the design process
- Experience in localization workflow and the challenges of writing for a global audience
- Experience developing content solutions for large enterprise web sites or applications, especially consumer-facing and transaction-focused interfaces
- Experience working with responsive Web design solutions

**Thank you for your time and consideration.**

Sincerely,

Emery Reichel