

PR Executive Cover Letter

372 Loise SummitEbertstad, MI 75968

Dear Stevie Waters,

I submit this application to express my sincere interest in the PR executive position.

In my previous role, I was responsible for translation and administrative support to SVP, Product Development & Publishing and supports the activities of the department as a whole with regard to project preparation and administration.

Please consider my experience and qualifications for this position:

- Plan and co-ordinate media and blogger events in the hotels
- Attend cocktail receptions, award ceremonies and other social functions and networking events as appropriate
- Support Director of Sales & Marketing with preparing briefing notes or written Q&As for hotels' General Managers and other spokespersons for speeches, media interviews, industry panels
- With Director of Sales & Marketing, support crisis communications activity, preparing statements and handling media enquiries as appropriate
- Manage relationship with external Jumeirah PR agencies, including monitoring agency performance in terms of value and development of brand image
- Assess value of all filming and photoshoot requests, whether paid with location fee or complimentary for publicity purposes
- Support Marketing Manager to plan and oversee hotel photoshoots for marketing and PR purposes
- Assist Human Resources department on aspects of internal colleague communication when needed

Thank you in advance for reviewing my candidacy for this position.

Sincerely,