

March 1, 2023

Kelsey Miles
Director of Communications
United Way
843 N President St
Jackson, MS 39202

Dear Kelsey Miles:

I am a senior at Mississippi University for Women studying Marketing. I am writing to apply for the Marketing and Communications position at United Way posted on LinkedIn. I am excited about the organizations mission and vision, and would welcome the opportunity to bring my strong communication skills, creativity, and marketing experience to the team.

United Way's commitment to education for every child is of particular interest to me because of my passion for youth development. This past summer, I worked as a counselor for Girl Scouts Hearth of the South at their Camp Tik-A-Witha summer session, which is dedicated to fostering Girl Scouts to become empowered individuals through exploration and discovery. During my time counseling, I designed and taught fun, interactive classes to a group of 10 fifth graders, and planned itinerary and workshops daily with a counselor in training (CIT). Throughout the summer, I consistently strived to create activities that were engaging and tailored to my campers needs.

Additionally, in my role as the Director of Communications for the Lockheart Social Club, I led our team in creating a social media strategy to drive our member recruitment efforts and promote our programs and events on platforms including Facebook, Twitter, and Instagram. With so many competing events on campus each day, I had to continually be creative in my approach to developing and delivering content that would be compelling and effective. As a result of my efforts, our group experienced a 20% increase in our membership base and a 15% increase in our social media engagement. I'm excited at the prospect of bringing the skills I developed through this experience to the Marketing and Communications role at United Way.

Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this position.

Sincerely,

Elena Thompson