Kelly Kimbrough

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www.linkedin.com/in/kelly-kimbrough (or link to online portfolio)

February 3, 2022

Mr. John Smith

Director of Communications

Customs House Museum and Cultural Center

200 South 2nd Street

Clarksville, TN 37040

Dear Mr. Smith:

I am writing to express interest in the Marketing and Communications Coordinator position detailed on the Jobs4Govs website. I am currently a senior at Austin Peay State University, and I will graduate in May 2022 with a Bachelor of Business Administration majoring in Marketing and minoring in Graphic Design.

Through my internship and co-curricular experiences, I have developed the skills needed to successfully create and manage distribution of promotional materials. For example, I used Canva to create social media content for upcoming events during my internship with the Student Success Office at Austin Peay. In addition, I created timelines for distribution of online and print materials and utilized Buffer social media manager to schedule posts according to that timeline. I was able to increase online engagement with students by developing “Ask an Advisor”, which allowed students to submit questions about academics via Instagram Stories and those were then answered by advisors. In addition to social media management, I gained experience with website design when I updated the website for my Sorority, Chi Omega, creating a more user-friendly interface for potential new members to navigate.

Growing up in Clarksville, I remember visiting Customs House on school field trips and with my family. Art education played a role in my creative process and sparked my love of graphic design. I would love the opportunity to work for a company whose mission and vision I believe in. Given my website development, promotional content creation, and social media management experiences, I believe I have developed skills that would make me an excellent candidate for this position.

I am excited to be considered for this position. I have enclosed my resume, which provides a more complete summary of my experience and qualifications. I would like to further discuss this opportunity with and can be reached at 931-555-5555 or kellykimbrough@my.apsu.edu. Please let me know if you need any additional information. Thank you for your time and consideration.

Sincerely,

Kelly Kimbrough

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