

HOW TO GET WORK

A guide to creating resumes & cover letters

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Assessing Yourself

Career development process

This diagram represents the steps in a career development and decision making process. It's meant to be a dynamic process with movement back and forth between stages, though it's recommended that you begin by building self awareness. If you consider a career change, you can employ the same steps.



Transferable skills

As you begin your search, it's important to identify your transferable skills — the skills you've developed in one situation that can be transferred to another. Over the years, you've developed many skills from student media, internships, jobs, class work, professional development, extracurricular activities and other life experiences that can be transferable to many different positions and fields.

Take inventory of your skills to help know what you're qualified for as you begin to look at job postings, and to prepare to adapt your application materials for each employer to show why you're the best fit for a position.

Use the sections below and on the next two pages to take inventory of your skills and reflect on your experiences. Brainstorm examples that will illustrate your abilities when used in your cover letters and interviews.

Human relations

Relations with or between people, particularly the treatment of people in a professional context. This includes attending to the social, physical or mental needs of people

Features:

- Advocating
- Coaching
- Active listening
- Providing care and support
- Conveying feelings
- Facilitating group processes
- Motivating others
- Multicultural competency
- Interpersonal skills

How have I demonstrated these skills?

Design and planning

Imagine the opportunities and develop a process for creating it

Features:

- Anticipating problems
- Creating solutions
- Designing programs
- Brainstorming new ideas
- Improvising
- Thinking visually
- Anticipating consequences
- Conceptualizing

How have I demonstrated these skills?

Communication skills

Exchange, transmission and expression of knowledge and ideas

Features:

- Speaking
- Presentation
- Interpersonal skills
- Speaking effectively
- Writing concisely
- Listening attentively
- Expressing ideas coherently
- Facilitating discussion
- Providing appropriate feedback
- Negotiating
- Perceiving nonverbal messages
- Persuading
- Describing feelings
- Interviewing
- Summarizing
- Promoting
- Working in a team
- Thinking on your feet
- Working with the public
- Reading

How have I demonstrated these skills?

Research and planning

The search for specific knowledge

Features:

- Quantitative reasoning
- Qualitative analysis
- Analysis/synthesis
- Technology
- Critical thinking
- Goal setting
- Analyzing ideas
- Analyzing data
- Defining needs
- Developing outcomes
- Investigating
- Gathering information
- Formulating suggestions
- Calculating and comparing
- Developing theory
- Observing
- Identifying resources
- Outlining
- Creating ideas
- Predicting and forecasting
- Problem solving

How have I demonstrated these skills?

Work ethic and habits

Ability to motivate yourself as well as control your feelings, emotions, activities and characteristics to be productive regardless of the working environment. Possessing a set of values that involves the right approach, attitude, precise behavior, respect for others and professional communication

Features:

- Dependability
- Enthusiasm
- Positive attitude
- Self-motivation
- Adaptability
- Flexibility
- Managing stress
- Displaying confidence
- Time management
- Efficient communication with individuals at all levels
- Self-care

How have I demonstrated these skills?

Management, leadership and organization

Direct and guide a group in completing tasks and attaining goals

Features:

- Creativity
- Problem solving
- Initiating new ideas
- Making decisions
- Leading a team or initiative
- Meeting deadlines
- Supervising
- Motivating
- Coordinating tasks
- Assuming responsibility
- Setting priorities
- Teaching
- Interpreting policy
- Mediating
- Recruiting
- Resolving conflict
- Organizing
- Determining policy
- Providing directions

How have I demonstrated these skills?

Creating Resumes

Content

- Contact information:
 - » Include your email address, and make sure it sounds professional.
 - » Include your phone number, and be sure you have a professional voicemail recorded (check your voicemails after applying too!)
- Education:
 - » Write out the full name of the school (e.g. Western Kentucky University, not WKU)
 - » Include the official name of your degree (e.g. B.A. in photojournalism)
 - » List the month and year you earned, or expect to earn, your degree
- Experience
 - » Clearly list the organization name, job title, dates of employment and location.
 - » List the project, activity and results for each experience, starting each phrase with an action verb.
 - » Give evidence and quantify relevant information (e.g. size, scale, budget, growth, staff) to show the impact of your work.
 - » Avoid the use of "I" in your statements.
 - » The details you include for each item might change depending on the position you're applying for. Use keywords taken from the job listing and consider all aspects of your experience that could relate to the job opening.
- Skills
 - » List all relevant skills (software, hardware, AP Style, WordPress, coding, etc.)
 - » Check the job listing for required and preferred skills, and if you have those skills, use the same wording on your resume as is used in the listing.

Design

- Avoid using a template. Use sample resumes as a guide to create your own document, unique to your skills and qualifications. Templates can be difficult for computer tracking systems to read and can get messy to format when you start adding all of your unique experience and skills.
- Think about the type of position you're applying for. If you're applying for a marketing or business position, keep your resume simple so that it can be scanned by software used by companies to read resumes. If you're applying for a creative position, show off your skills in how you create your resume.
- Keep your body text between 10 and 12 pt in a font that is easy to read. Don't use more than two fonts in your design.
- Leave enough blank space to make your resume easy to read, not overwhelming.
- Use bold or italics consistently but sparingly. Avoid underlining text.

Organization

- Present each section in reverse chronological order, with the item you've done most recently listed first.
- At the undergraduate level, keep your resume to one page.
- Start with a heading and your education at the top of the page, then continue with the most relevant categories first. Experience does not always have to follow education — list sections in order of importance to the employer and the specific position.
- Choose descriptive heading names.
- Make dates clear and consistent.

Do not include

- Photographs, marital status, salary requirements, age, race, national origin or visa status
- References can be included but don't have to be. Most applications will ask for references separately.

Writing about your experiences

For each experience on your resume, write one or more PAR statements:


P: Describe the **PROJECT**, context, task or job

A: What **ACTIVITY** did you do?

R: What were the **RESULTS**, outcomes, benefits?

Example statements

- Assisted with production of the publication's nine newsletters
- Accumulated an online audience of more than 63,000 Instagram followers
- Oversaw social media and increased the Instagram following by 626%
- Created a social media calendar using Google Sheets
- Solved basic coding issues within the WordPress content management system
- Generated and pitched story ideas at weekly meetings
- Photographed and edited daily assignments and self-generated features
- Managed 10 staff members to coordinate coverage for long-term and quick-turn stories
- Increased profit by 300%
- Tracked all digital activity and presented insights on a weekly basis
- Designed layouts on strict deadlines
- Researched and pitched stories and interviewed sources to publish 10 stories during the semester



Experience	Project	Activity	Result
e.g. Talisman writer	Weekly web stories	Researched story ideas and interviewed subjects	Published 10 stories during the semester

Action verbs

Use present tense to talk about things you're currently doing, past tense for things you're no longer doing.

- | | | | | | |
|---------------|-----------|--------------|--------------|-------------|-----------|
| • Accelerate | • Acquire | • Administer | • Allocate | • Appraise | • Attain |
| • Accept | • Act | • Advance | • Analyze | • Approve | • Attend |
| • Accomplish | • Adapt | • Advertise | • Answer | • Arrange | • Augment |
| • Accommodate | • Add | • Advise | • Anticipate | • Ascertain | • Author |
| • Accomplish | • Address | • Advocate | • Apply | • Assess | • Balance |
| • Achieve | • Adjust | • Aid | • Appoint | • Assign | • Begin |

- Brainstorm
- Broaden
- Budget
- Build
- Calculate
- Care
- Challenge
- Change
- Chart
- Check
- Choose
- Clarify
- Classify
- Coach
- Collaborate
- Collect
- Combine
- Command
- Communicate
- Compare
- Compile
- Complement
- Complete
- Compose
- Compute
- Conceive
- Conceptualize
- Condense
- Conduct
- Confer
- Configure
- Confront
- Conserve
- Consider
- Consolidate
- Consult
- Contact
- Contract
- Contribute
- Control
- Converse
- Convert
- Convey
- Convince
- Cooperate
- Coordinate
- Correct
- Counsel
- Cover
- Create
- Critique
- Customize
- Decide
- Decrease
- Define
- Delegate
- Deliver
- Demonstrate
- Design
- Designate
- Detect
- Determine
- Develop
- Devise
- Devote
- Diagnose
- Direct
- Discover
- Dispatch
- Dispense
- Display
- Distribute
- Divide
- Document
- Double
- Draft
- Draw
- Edit
- Educate
- Effect
- Eliminate
- Emphasize
- Employ
- Enable
- Encourage
- Enforce
- Engage
- Engineer
- Enlist
- Ensure
- Establish
- Estimate
- Evaluate
- Exceed
- Excel
- Excite
- Execute
- Exhibit
- Expand
- Expedite
- Experiment
- Explain
- Explore
- Express
- Extend
- Fabricate
- Facilitate
- Familiarize
- Fashion
- File
- Focus
- Forecast
- Forge
- Formulate
- Fortify
- Foster
- Found
- Fulfill
- Gather
- Generate
- Guide
- Handle
- Head
- Help
- Hire
- Identify
- Illustrate
- Implement
- Improve
- Incorporate
- Increase
- Individualize
- Influence
- Inform
- Initiate
- Inquire
- Inspect
- Install
- Instill
- Institute
- Instruct
- Integrate
- Interact
- Interpret
- Intervene
- Interview
- Introduce
- Invent
- Involve
- Issue
- Judge
- Launch
- Lead
- Listen
- Lobby
- Maintain
- Manage
- Map
- Market
- Maximize
- Measure
- Mediate
- Meet
- Mentor
- Merge
- Minimize
- Model
- Moderate
- Modernize
- Modify
- Mold
- Monitor
- Motivate
- Navigate
- Negotiate
- Network
- Observe
- Obtain
- Offer
- Operate
- Optimize
- Orchestrate
- Order
- Organize
- Originate
- Outline
- Overhaul
- Oversee
- Participate
- Partner
- Perfect
- Perform
- Persuade
- Photograph
- Pilot
- Pioneer
- Plan
- Predict
- Prepare
- Prescribe
- Present
- Preserve
- Prevent
- Prioritize
- Process
- Produce
- Program
- Promote
- Proofread
- Propose
- Protect
- Prove
- Provide
- Publicize
- Publish
- Purchase
- Question
- Realize
- Recommend
- Reconcile
- Reconstruct
- Recruit
- Rectify
- Redesign
- Reduce
- Refer
- Register
- Reinforce
- Relay
- Remodel
- Renovate
- Reorganize
- Repair
- Replace
- Report
- Represent
- Research
- Reshape
- Resolve
- Respond
- Restore
- Retrieve
- Revamp
- Review
- Revise
- Revitalize
- Save
- Schedule
- Screen
- Secure
- Select
- Sell
- Serve
- Service
- Set
- Set up
- Shape
- Simplify
- Solicit
- Solve
- Sort
- Speak
- Spearhead
- Stabilize
- Standardize
- Steer
- Strengthen
- Study
- Suggest
- Summarize
- Supervise
- Supply
- Support
- Survey
- Tabulate
- Take
- Target
- Teach
- Trace
- Track
- Train
- Transcribe
- Transfer
- Transform
- Travel
- Trim
- Triple
- Troubleshoot
- Tutor
- Unify
- Update
- Upgrade
- Use
- Validate
- Verify
- Write

Hannah Good

JOURNALIST, ARTIST

Work Experience

February
2020
to present

Social media producer, Washingtonian *Washington, DC*

Coordinates and produces all social content for the magazine's social platforms. Liaises between all staffs to set and lead the magazine's audience engagement strategy.

January to
February
2020

Web and audience fellow, Washingtonian

Adapted print stories for the magazine's website, assisted with the production of the publication's nine newsletters and helped produce social media content.

August
2019
to
present

Freelance journalist and illustrator

- LEO Weekly
- Louisville Public Media
- Harper Collins
- [Queer Kentucky](#)
- [Girls Rock Cincinnati](#)
- [BLINK Cincinnati](#)

Other highlights: Accumulated an online audience of more than 63,000 [Instagram followers](#).

June to
August
2019

Content intern, Interlochen Arts Camp *Interlochen, Michigan*

Produced social media and web content. Wrote [features](#) and [web blogs](#); fact-checked articles; created [animated videos](#) and [Instagram stories](#). Compiled analytics reports.

August
2016 to
May 2019

Editor-in-chief, Talisman magazine *Bowling Green, Kentucky* *Formerly: web writing editor, copy editor*

Lead a staff of 63 people to create a semesterly, 96-page magazine and daily website.

June 2018
and
June 2019

Counselor, Interlochen Arts Camp *Interlochen, Michigan*

Spent two summers as a camp counselor and mentor for high school artists. Required organization, flexibility and fearlessness in the face of a clogged toilet or rogue spider.

Awards

Columbia Scholastic Press Association Gold Circle Awards
2019: First Place, non-fiction article
["Not safe for work"](#)
2017: First Place, hand-drawn illustration
["6 a.m. bright n early"](#)

Associated Collegiate Press Pacemaker Awards
2018 Reporter of the Year
Second place, four-year colleges
Winning stories: [1](#), [2](#), [3](#)

American Society of Journalists and Authors LGBT Essay Contest
2018: First place

Kentucky Press Association Advertising Excellence Awards
2018: Third place, dining

Education

Western Kentucky University
Bowling Green, Kentucky
Graduated: May 2019

B.A. English: Professional Writing
Minor in Journalism
Cum Laude, Honors College



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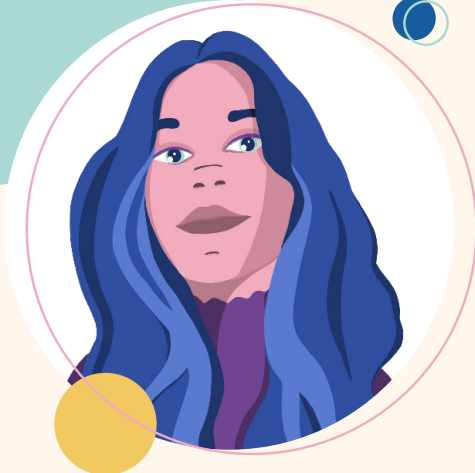
goodhannah7@gmail.com



hannahgood.com



Washington DC



TAYLOR FRINT

CONTENT CREATOR

CONTACT

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EDUCATION

Western Kentucky University /

August 2016 - December 2019

Bachelor of Arts

Major in Advertising - UX/UI Focus

Minor in Graphic Design

Honors: Magna Cum Laude

AWARDS & CERTIFICATES

CSPA - SILVER CROWN AWARD /

2020

ASSOCIATED COLLEGIATE PRESS - MAGAZINE PACEMAKER FINALIST /

2019

UX/UI CERTIFICATION /

2019

RELEVANT EXPERIENCE

DIGITAL TRENDS / August 2020 - Present

Content Specialist

- Build microsites to design specification as needed utilizing Webflow's content management system
- Create original artwork and designs for stories on site & Youtube
- Develop unique branding for content series
- Create and distribute social media assets
- Execute design ideas for internal & promotional newsletters using DotDigital

THE TREK / May 2019 - June 2020

Design Intern

- Created featured images for web stories
- Designed apparel to generate revenue
- Developed promotional materials & event posters for a variety of social media platforms
- Created social assets for the Backpacker Radio Podcast sponsored by The Trek

TALISMAN MAGAZINE + WEBSITE / August 2017 - May 2019

Web Managing Editor (August 2018 - May 2019)

- Worked alongside editorial staff to create magazine issues
- Built posts onsite for daily stories & web content
- Used Mailchimp in order to create & send weekly newsletter
- Solved basic coding issues within the Wordpress CMS
- Created, organized, & updated weekly & monthly post calendars

Page Designer (August 2017 - May 2019)

- Worked in a collaborative environment alongside editors, writers, & photographers
- Developed page layouts using Indesign for four consecutive issues
- Created illustrations for various spreads using Adobe Illustrator

IMAGEWEST / August 2018 - December 2018

Multimedia Creative

- Worked in a collaborative environment alongside account executives, copywriters, & other designers
- Developed print & digital content for clients
- Maintained personal relationships with clients

PROFESSIONAL SKILLS & TOOLS

- Adobe Creative Suite
- Advertising
- Basic HTML/CSS
- Content Management
- Creative Branding & Identity
- Figma
- Package Design
- Page Layout Design
- Project Management
- UX/UI



profile

Graphic Designer capable of producing work that embodies the client's vision while simultaneously serving its purpose to carry out the underlying task. Competent at visually articulating ideas of an individual or group to ensure a satisfactory and successful result. Open to new projects and submissions aimed towards accomplishing the objective goal through a visionary lens.

experience

- **Cherry Creative**

Design Staff

August 2020 – current

Part of a team that works with clients and on-campus publications to develop creative content for their audiences.

Design spreads for print publications.

Design print and online ads for local clients.

Create illustrations and graphics for ads and spreads.

- **Imagewest**

Multimedia Creative

January 2021 – current

Part of a team that works with clients to bring their visions to life and build professional relationships.

Develop branding and brand assets to foster connections for the client.

Create content for websites, collateral, and multimedia.

- **Design It Forward**

Student Participant

September 24th – 26th 2020

Participated in a state-wide competition hosted by AIGA Louisville.

Worked with a team to develop a non-partisan voting campaign within 48 hours.

Produced collateral for the campaign.

Presented the campaign to a panel of judges.

Social media graphics used by Tom Morris, a running candidate for Bowling Green Mayor.

contact

Phone

502-488-0367

Website

kaylapaigedesign.wixsite.com/kpdesign

Email

kay0800@gmail.com

education

Western Kentucky University

Bachelor of Fine Arts | Graphic Design

August 2018 – May 2022

skills

Soft

- Collaboration
- Adaptability
- Responsibility
- Creativity
- Persistence
- Optimism

Technical

- Illustrator
- Indesign
- Photoshop
- After Effects
- Digital Illustrations
- Painting

LEAH HUNTER

JOURNALIST

CONTACT

Phone: 615-803-4028

Email: leahsimone1202@gmail.com

Location: Hendersonville, Tennessee

EDUCATION

WESTERN KENTUCKY UNIVERSITY
Bowling Green, Kentucky

B.A. in journalism and B.A. in Spanish
Expected graduation May 2024

HUME FOGG ACADEMIC MAGNET HIGH SCHOOL
Nashville, Tennessee

Graduated May 2020

PUBLICATIONS

BLOG EDITOR-IN-CHIEF

Leah Writes Things
April 2017 - Present

Conceptualize pieces, schedule blog posts, write pieces, edit pieces, promote content via Instagram and Snapchat

SKILLS

- Copywriting
- Organization
- AP Style
- Microsoft Office software
- Slack software
- Herff Jones software
- Weebly software
- Typing
- Web design
- Communication
- Time management
- Conversational Spanish

PROFESSIONAL EXPERIENCE

STAPLES - SALES ASSOCIATE

June 2021 - Present

- Greet and help customers find specific items within the store
- Operate a checkout lane as a cashier while promoting protection plans on specific items and selling school supplies donation kits
- Answer customers' phone calls concerning inventory, the cost of products, and the availability of services
- Locate online orders
- Sort ink cartridges according to brand
- Organize store aisles and customer service area in preparation for the next day
- Complete assigned tasks such as setting up displays within the store or building chairs for customers

WKU TALISMAN -- WEB WRITER

August 2020 - Present

- Pitch article ideas at weekly meetings
- Find and interview subjects
- Write articles by assigned deadlines

HUMANITIES TENNESSEE -- SUMMER INTERN

June 2019 - July 2019

- Edited authors' biographies for the Southern Festival of Books program
- Created spreadsheets documenting book awards in each state
- Tagged books with their descriptions, authors and genres for the Southern Festival of Books
- Alphabetized and shelved books
- Input authors' contact information into a database
- Emailed publicists and authors for their missing biographies, headshots and social media profiles

LEADERSHIP EXPERIENCE AND VOLUNTEER WORK

YEARBOOK STAFF -- HUME FOGG

August 2018 - March 2020

Conducted interviews with subjects, wrote copy, took photos, uploaded content to e-Design, sold advertisements to be put into the yearbook

TEACHER'S AIDE -- HUME FOGG

September 2018 - March 2020

Graded tests, organized physics lab materials in the storage room, set up labs, input grades, created spreadsheets detailing the quantity of baseball uniforms, obtained extra materials from the Hume Fogg main office

Amy Oldenburg

Phone: 507-676-5280 Email: aboldenburg98@gmail.com LinkedIn: [amy-oldenburg](https://www.linkedin.com/in/amy-oldenburg) Website: aboldenburg98.wixsite.com/amyoldenburg

Education

University of Wisconsin-Eau Claire

Eau Claire, Wis.

September 2017–December 2020

- B.S. in Integrated Strategic Communication (ISC)–Advertising
- Minors in Multimedia Communication and Political Science
- GPA: 3.8: Dean's List every semester

Skills

Social media management
Content management systems
AP and Chicago Style
Adobe Creative Suite and Canva
Beginner Google Analytics
Hootsuite
Microsoft Office
Content Writing
Photography and videography
HTML and CSS
Written and verbal communication
Organization and efficiency
Collaboration

Leadership

UWEC Public Relations

Student Society of America

September 2017–December 2020

- Treasurer and Leader of Development
- *September 2019–December 2020*
- Fundraising Chair
- *September 2018–May 2019*

References

Leah Schlein

Aspen Music Festival and School Marketing Manager

- 970-205-5070
- Ischlein@aspenmusic.org

Mary Worley

UWEC Communication and Journalism Professor

- 763-226-4828
- worleyme@uwec.edu

Professional Experience

Marketing and Receptionist Assistant

WIN Technology, Eau Claire, Wis.

June 2020–present

- Processed, managed, tracked and checked in purchasing orders through CDB digital system
- Wrote email copy for WIN and Perigon weekly newsletters sent out through Salesforce Pardot
- Implemented WIN client success blogs and interviewed WIN employees to curate these stories
- Assisted in the execution of a broadcast hosted by WIN featuring a Green Bay Packer Alum

Digital Marketing Intern

Beaver Creek Nature Reserve, Eau Claire, Wis.

September 2019–May 2020

- Ran Facebook, Instagram and Twitter and created a social media calendar using Google Sheets
- Created marketing materials and press releases for Giving Tuesday and summer kids camps
- Strategized and executed a one-week social media plan to celebrate the Reserve's volunteers
- Assisted with preparing Beaver Creek Reserve's Annual Meeting and Frosty Frolic

Legislative Intern

Eau Claire Chamber of Commerce, Eau Claire, Wis.

September 2019–May 2020

- Assisted with Government Affairs and Workforce Development meetings and events with local, state and national political figures
- Wrote and edited blog posts for the Chamber website using Simpleview CMS
- Organized the Chippewa Valley Rally at the Wisconsin State Capitol
- Researched local political policy and legislators' positions on issues

Marketing Intern

Aspen Music Festival and School, Aspen, Colo.

June 2019–August 2019

- Scheduled guest artists, faculty and student interviews for local media outlets
- Developed, scheduled, executed and tracked social media posts
- Updated website landing pages using Express Engine
- Wrote articles for the Festival Focus placed in the Aspen Times
- Envisioned, executed and edited video projects and curated student spotlights
- Managed the merchandise kiosk and came up with creative ways to sell and organize products

Experience Expert

Visit Eau Claire, Eau Claire, Wis.

September 2018–May 2019

- Worked with SimpleView to update CRM and website landing pages to up their SEO
- Helped produce and write copy for weekly email newsletters
- Hosted and attended events that Visit Eau Claire took part in
- Welcomed guests to Eau Claire and community members into the Experience Center

Public Relations Intern

Blugold Radio Sunday, Eau Claire, Wis.

May 2018–May 2019

- Oversaw social media page and increased Blugold Radio Sunday's Instagram following by 62%
- Created 26 press releases and multiple promotional materials
- Wrote weekly radio advertisement copy for Wisconsin Public Radio
- Planned multiple fundraising events

Education

Western Kentucky University
Bowling Green, Ky.
August 2009 - May 2013
Graduated Magna Cum Laude
Bachelor of Arts in Photojournalism
Minor in Marketing

Proficiencies

Photoshop
InDesign
Photo Mechanic
Final Cut Pro 7 & X
WordPress CMS
Microsoft Office
Basic HTML & CSS
Mag+ production tools
FTP transfer
AP Style
Social media
Mobile app navigation
On and off camera flash
Audio recording equipment
Canon DSLR still & video

References

Charlotte Turtle
Talisman Adviser
Western Kentucky University
270-219-0770
charlotte.turtle@wku.edu

Rev. Mike Williams
Chaplain & Director
WKU Catholic Campus Center
270-929-9280
mew_62@hotmail.com

Tim Broekema
Photojournalism Professor
Western Kentucky University
270-799-9271
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Chris Hintz
National Marketing Manager
Interlochen Center for the Arts
231-276-7608
hintzcr@interlochen.org

Sherry West
Operations Coordinator
Office of Student Publications
Western Kentucky University
270-745-2651
sherry.west@wku.edu

Employment

Talisman

Western Kentucky University, Bowling Green, Ky.
May 2012 - June 2013: Picture editor
Coordinate coverage of long-term stories, events and features with 22 staff photographers and editorial board; mentor photographers; coordinate first iPad edition of yearbook with multimedia integration
September 2009 - March 2011: Staff photographer
Shot photo stories and sports, upon assignment, and generated story ideas

College Heights Herald

Western Kentucky University, Bowling Green, Ky.
December 2011 - May 2012: Assistant picture editor
Generated and distributed photo assignments; managed ten staff photographers and freelancers; edited and toned photos for print and online publication; coordinated coverage with all editorial board members

Honors College at WKU

Western Kentucky University, Bowling Green, Ky.
April 2010 - December 2011: Recruitment publicist and multimedia specialist
Generated multimedia content for blog and publications; managed social media presence; designed publications

Interlochen Arts Camp

Interlochen, Mich.
June 2011 - August 2011: Photography Intern
Photographed and edited daily assignments and self-generated features for use in marketing materials

Eastern Region Cadet Command Public Affairs Office

Fort Knox, Ky.
June 2010 - August 2010: Photography intern
Provided photographs for daily photo galleries and a weekly newspaper covering cadets in training

Other Experience

WKU Catholic Campus Center

2009-2013: Communications Chair, Leadership Committee

College Media Association National College Media Convention

March 2013: Taught three sessions about photography, leadership and app design

Mountain Workshops

October 2012: Media manager and senior labbie
October 2011: Photojournalism participant
October 2010: Teaching assistant

WKU Photojournalism Imaging Lab

January 2011 - December 2011: Lab assistant

Kentucky High School Journalism Scholars Day

November 2012: Taught "A Clean Slate: Yearbooks on Tablets" and co-taught "Working with Photographs"
October 2011: Taught "Working with Photographs"
October 2010: Taught "Photo Editing 101"

Sports Shooter Academy

September 2011: Workshop participant, Nikon Scholarship Recipient

Associated Collegiate Press National College Media Convention

October 2010: Taught "Art of the Audio Slideshow" and critiqued on-site photo contest

Honors

National Pacemaker, four-year non-daily newspaper

Awarded to the College Heights Herald (served as assistant picture editor)
Associated Collegiate Press, October 2012

Recipient, Still and Multimedia Scholarship

National Press Photographers Foundation, June 2012

Third Place, Multimedia Team Reporting

Hearst National Journalism Awards Program, May 2012 (served as assistant web designer)

First Place Sports Picture Story

Kentucky News Photographers Association 2011 Pictures of the Year Competition, Student Division

Nicole E. Childress

502-619-4934 | nicole.e.childress@gmail.com | Louisville, KY

EDUCATION & RESEARCH

Trinity College Dublin, Master of Science, Marketing

September 2019 – November 2020

Fulbright Fellow, Summa Cum Laude, First-Class Honors

Dissertation: "Perception of the Perfect Pint"

My research explored the relationship between brands and national identity through qualitative interview-based research, using Guinness and the Irish alcohol beverage industry as a case study. My dissertation was awarded the highest honor at the EU postgraduate level, "First-Class Honors".

Western Kentucky University, Bachelor of Science, Marketing

August 2015 – May 2019

Honors College, Summa Cum Laude (4.0 GPA)

Activities: Spirit Masters (Official WKU Ambassador, 200+ volunteer hours); Alpha Delta Pi

Thesis: "WKU's Brand Personality"

My research investigated student perception of the WKU brand and provided recommendations through survey research and SPSS analysis. My thesis was awarded the highest honor, "Pass with Distinction".

HONORS AND AWARDS

Fulbright Fellow

Single recipient of the nationally competitive Open Study/Research Award to Ireland, aimed to promote international understanding, research grant and tuition waiver

1906 Founders Scholar, WKU

Four-year full-tuition scholarship, room and book allowance

EXPERIENCE

WKU Student Publications, Bowling Green, KY

January 2016 – May 2019

Founder and Creative Director, Cherry Creative Agency

- Established Cherry Creative, a student-led creative agency which helps local businesses grow their brands through sponsored content storytelling and customized advertising solutions
- Led all agency projects including managing workflow processes, setting timelines and goals, and measuring performance; increased profit of first special section by 300%
- Hired and managed a cross-functional team of 15, while effectively collaborating with internal departments, business partners, and clients

Marketing Research Analyst, Talisman Magazine

- Tracked all digital activity and presented insights and recommendations on a weekly basis
- Pitched content ideas for all social channels and engaged with target audience across platforms

Designer, College Heights Herald Newspaper

- Designed newspaper layouts and graphics, meeting strict deadlines for bi-weekly publication

C2 Strategic Communications, Louisville, KY, *Intern*

May 2018 – August 2018

- Supported account managers in developing communications plans by assisting with research, media relations, client relations, community engagement, and strategic planning
- Designed and planned social media posts, digital and print advertisements, and other marketing materials consistent with clients' brand standards and strategic messaging
- Gained earned media for clients, pitching features and opinion editorials to media outlets

General Motors, Bowling Green, KY, *Communications Intern*

May 2017 – November 2017

- Assisted the Communications Manager in developing internal communications campaigns for over 1,000 employees, including creating the weekly newsletter and designing flyers and apparel

RELEVANT SKILLS

Adobe Suite (InDesign, Photoshop, Illustrator), Microsoft Office, Google (Ads, Analytics), WordPress, SPSS Statistics, marketing research, data analytics, social media, digital strategy, project management

Writing Cover Letters

- Keep the letter brief and to the point
- Use specific, relatable examples. Don't state a skill without backing it up with an example.
- Pique the interest of the employer and create a desire for them to know more about you. Let them know why they should hire you.
- Don't restate the information on your resume. Tell a story.
- Tailor the letter to the company and position you're applying for. Highlight your experiences that are most relevant to that position based on what's included in the job listing.
- Ask someone else to proofread your letter. A second set of eyes can catch mistakes you missed.
- Always be prepared to submit a cover letter. Even if the job listing just asks you to email a resume, use that email as an opportunity to introduce yourself the same way you would in a cover letter.

Hey, students: 5 things that are wrong with your cover letter

Advice published by NPR

<https://www.npr.org/sections/ed/2017/02/27/502445571/hey-students-5-things-that-are-wrong-with-your-cover-letter>

We've written a lot about the link between college and the workforce — and the kinds of skills graduates will need in the 21st century to succeed. One of the skills you need is knowing how to present yourself. To put your best foot forward in the workplace, and in life.

And so, as we started to read the current round of internship applications, we have some advice for you.

The problem we see, over and over and over again? Well, let's just say your cover letter needs some work.

More often than not, the problems are there right from the very first sentence. Actually the first three words: "I am writing ..."

As in: "I am writing to express my interest in an internship" or "I am writing to apply for the internship with NPR."

Think about that for a moment: You've written to us to tell us that you're writing to us to apply for the internship that you've applied for.

(By the way, we blame the Internet for a lot of this form-letter stuff.)

In letters that start off that way, things usually head downhill from there. You're then probably going to tell us, in a lot of multisyllabic words, how you'll apply your creativity and your passion and your research and analytical skills, and the perspective you've gained in your academic work/ daily blog writing/study abroad semester/volunteer experience to become a "dynamic" and "hard-working" member of our team.

Read that sentence out loud. Try doing it without taking a breath. See what we're talking about?

Continuing from there, you'll then praise us at NPR for our dedication to the mission of exploring the complex policy initiatives that are something something about America's something something education system.

Then, having put us to sleep with writing like that, you'll tell us about your writing skills.

Now, all of this isn't meant to poke fun at you. We're just trying to make it clear that, when you write us that paragraph, we pretty much tune out from there. Which is sad, because so many of you are amazing and talented students who've done some incredible things. You've started a nonprofit

or traveled the world or raised a sibling or learned a third language or have insights into a culture or community that others don't know about.

It's sad, too, because in many cases you really like us and really want to work here. Usually, you're about to tell us, that's because you grew up listening to NPR in the back seat of the car while your parents had us on the radio and you came to admire the work that we do.

So, instead of all that, here are five things you can try:

Tell us a story

Here at NPR, that's what we do for a living. We tell stories, and the goal is to be interesting and exciting and make people want to keep on listening or reading. Stories have characters and movement ... well, you get the point. And so to introduce yourself to us right off the bat, and get us eager to know more about you, show us your stuff writing-wise.

Let's illustrate. Which of these, drawn from actual examples, would you rather read?

I am applying for the position of NPR Fall Intern. I believe that my strong interest in education topics and background in research qualify me for this internship. My undergraduate and postgraduate academic careers have taught me to critically analyze and synthesize large amounts of data quickly. I also have experience conducting research in corporate and office settings.

Or this:

The first time I ever went on live television, I was in Lahore, Pakistan. By the time I ended up in Pakistan this past January, being on camera wasn't new to me. I had several years of on-camera experience under my belt traveling around the world with an educational travel show for kids. When I lived in Los Angeles, I spent my hard-earned bartending money on TV hosting classes for a year.

If you're like us, you'd much rather read that second one. It was written by one of our actual interns, Kat Lonsdorf.

Don't bury the lede

We're always afraid that, hidden down below, somewhere after that awful first paragraph, there's a fascinating person with great ideas. And we might not ever find out. It's a basic lesson of journalistic writing: Put the good stuff right up there at the top.

Grab us and hold us and keep us reading.

Ask not what your internship can do for you ...

To paraphrase John F. Kennedy, don't tell us what you'll get out of the internship, but what you can do for us.

Here's what you should avoid:

As a recent college graduate in the humanities, I believe I stand to benefit from the development of skills and career direction which an NPR internship provides.

Or,

I believe that NPR is the ideal internship for me as the position will allow me to explore ...

Aim at the right target

It's so nice when we get letters from people who've made it clear they're interested in our topic: how learning happens, and that you've read what we do. Slip in a comment that shows you've listened to a story or two, or checked out our blog. And maybe tell us — without a lot of big words and jargon — what you think about schools or teaching or education.

Instead of, "To Whom It May Concern," put our actual names (If you're applying to the NPR Ed internship, our names are at the top of this story) in the heading of your letter.

** Extra bonus: a story idea or two that you'd like to see us write about.

Have someone else read your letter

We call this editing. Spellcheck is great, but take the next step: Have someone look over your letter to check for misspellings. They can find punctuation mistakes or long, clunky sentences. If you can't find someone, read your letter out loud.

In the journalism world, all these things are important. But they might help you in lots of other fields, too.

Good luck! We're looking forward to reading your letter.

Dear hiring manager,

I'll never forget the first interview I conducted. A first-semester freshman, I'd just started working for my university's yearbook, and I'd been assigned to write a profile on our football team's underdog quarterback, Brandon Doughty.

Doughty had faced adversity and physical hardship in his four years as a student athlete, but now, he was surprising local football fans through a successful comeback. As I reported his story, I was timid and unsure about my place in college. I had many different interests, but I lacked a purpose or clear sense of direction. I wasn't sure yet what — or who — I wanted to be.

However, sitting across from Doughty in a small conference room on the bottom floor of our university's arena, I found myself enraptured by his story. It wasn't really a story about football at all. It was about joy and loss; it was about finding faith, falling in love and overcoming trials along the way.

Looking back almost four years later, I can identify that moment as the one in which I discovered my passion for telling meaningful, impactful and important human stories — the types of stories I hope to be involved with as an intern for How I Built This. My skills in audio production, along with my experiences shaping a media organization and orchestrating teams of journalists, would make me an asset to your team.

After declaring a double-major in journalism and broadcasting, I embraced every opportunity to become a better storyteller. I started working as a reporter at several local radio stations, where I learned to tell compelling audio stories and honed my writing, reporting, interviewing and hosting skills. I continued to grow my audio production and storytelling skills as I created, produced and hosted my own podcast, the White House and the Press Podcast, which sought to explain the increasingly complicated relationship between these two American institutions.

In 2016, I worked with a small team of talented students to launch our university's first-ever student life and culture magazine and website, which replaced our yearbook. The Talisman became a place to publish feature stories important to our campus community. In its first year, the site garnered national recognition, winning a Pacemaker Award from the Associated Collegiate Press. We received a Pacemaker again during the second year, when I served as web editor. By helping to create this new outlet, I learned the importance of embracing new ideas and experimenting to find stories that resonated with our audience.

I currently serve as the editor-in-chief of this publication, leading a staff of nearly 60 students. This role has given me insight into the amount of teamwork required to produce compelling journalism. From brainstorming ideas to reporting, writing and visualizing stories, through to editing and eventually marketing the content, each contribution from every member of our team is vital. It's been a thrill to be involved in every step of the process this year.

These experiences illustrate my passion and skill when it comes to telling important, relatable stories — skills I hope to sharpen through an internship with How I Built This.

To view samples of my writing and multimedia work, please view my online portfolio at www.helenmgibson.com. The references I have provided on my résumé will be happy to elaborate on my creativity, enthusiasm and work ethic. If you have additional questions, please do not hesitate to contact me via phone at 678-576-8942 or email at hmg659@gmail.com. Thank you in advance for your consideration. I look forward to hearing from you soon.

Sincerely,

Helen Gibson

Dear NPR Internship Hiring Manager,

A cover letter is a good place to be upfront and honest, so I'd like to do that right here: My name is Brandon Carter, and I didn't grow up listening to NPR. In fact, until I toured the studios of WKMS (the NPR affiliate at Murray State University) when I was 16, I didn't even know there was an NPR member station near me. What I did grow up doing, however, was spending the majority of my time online. As I got older, I transitioned from message boards and AIM chats to social media. I'm celebrating my eight-year anniversary with Twitter in May, and during the fall 2015 semester I grew closer than ever with Snapchat as I launched my school newspaper's newest social platform.

I'm a journalism nerd with a slight obsession for all things social media. As digital editor of the College Heights Herald, I spent my fall semester pushing our newsroom to think about social media as more than merely somewhere to share links to our work. From August to December we nearly tripled engagement on Facebook and Twitter, and had triple-digit follower growth on all four of our social platforms. Those stats are incredibly important to me for two reasons: 1) our readers were (and are) engaging with us and our content, and 2) our readers are seeking out our content and following us for more.

When I saw this internship posting, I had a miniature freakout. I've been following the NPR presence on social media for a while. I love that NPR has pushed into the realm of Snapchat - a platform that media outlets everywhere are trying to figure out how to utilize. I spent four months doing the same thing at WKU. That experience taught me a lot about content strategy. Snapchat as a platform is so heavily used by teenagers and young adults. This is an audience that may not otherwise consume NPR's content. As both a member of that age group (I still count as a young adult at 22, right?) and as someone who has spent a lot of time trying to strategize how to present content on Snapchat, I would bring a fresh perspective to NPR's work on this platform.

I've talked a lot about Snapchat, but I have so much love for other platforms too. It's hard to catch me without my eyes on Twitter - whether it's on my phone or Tweetdeck at my desk, Twitter is my favorite source of both news and story ideas for our newsroom. I also use tumblr, Instagram and Pinterest regularly, and have a myriad of other practical skills that play well with a social media position (photo and video editing, proficiency in the entire Adobe Creative Suite, HTML/CSS, etc.).

You can find me on every social media platform (except tumblr) @brandonetc. Thank you so much for reading this letter and for your consideration. I truly appreciate it.

Sincerely,

Brandon Carter

Hiring Manager,

I am writing to apply for the Design fellow position at Vox Global. I would be excited to bring my passion for creating research-backed and client-focused designs to the Vox Global team. I hope to utilize my skills in print and web design, UX, and advertising to help you best serve your clients and help to positively impact the critical causes your team is committed to. I'm ready to listen, strategize, create, and move with you.

My advertising courses have taught me that effective designs begin with listening to clients, users, and audiences. I strive to develop deliverables rooted in careful evaluations of clients' needs and user research that uncovers audiences' motivations. I gained experience with this during my internship at C2 Strategic Communications, where I compiled research into reports on three of the firm's new clients. My research required excellent analytical and software skills, and included creating SWOT analysis, analyzing earned media placements with Cision, and social media listening using Hootsuite. This research helped me and the rest of the C2 Strategic team understand what to address when developing the clients' PR and marketing campaigns.

One of the projects I am proudest of is the result of using innovative strategy to reach a new audience. Last spring, when I was Cherry Creative's design editor, our team created the Pacemaker award-winning *WKU Graduate Gallery* site in response to the pandemic cancelling WKU's graduation recognition ceremony. By talking to graduates and their families, we were able to understand their needs and strategize the most effective ways to address them with our new digital product designed to recognize the graduating seniors. I was responsible for logo and brand development; creating ads for social media, print, and web; user research; writing marketing emails; and assisting with front-end development of the WordPress site.

Currently, as the Creative Director of Cherry Creative, I work closely with a broad range of clients and my sales, design, multimedia and writing staffs to pitch and produce sponsored content in both print and digital spaces. This position has challenged me daily to create, lead, and learn. Every day, I use Adobe Creative cloud, mostly Illustrator, InDesign, and Photoshop, but also XD, AfterEffects, and Dreamweaver, to design print layouts, illustrations, motion graphics, native advertising content, infographics, social media ads, and websites. I am also responsible for managing clients' social media content and posting sponsored content placements on our sister publications' social media accounts. To do this, I create down-to-the-minute social media schedules, write copy, and publish client's posts (designed by my team and myself) across multiple accounts and platforms using Hootsuite.

To me, movement means growth. While I'm confident that I have something to offer Vox Global, I also have much to learn from your team. I'm particularly excited to expand my skill set within a company that cares about vital issues such as education and energy, and to learn how you use behavioral science as a framework for your creative processes. Thank you for your time and consideration.

Best,
Emma Spainhoward



HAYLEY ROBB

September 8, 2020

Dear Dairy Farmers of Wisconsin hiring committee,

As a communicator, I know the impact stories can have to connect people — that's why I do what I do. When asked to help create the Kentucky Engineer magazine, a 24-page quarterly magazine mailed to nearly 17,000 engineers across the country, my responsibility was to design and lay out the magazine. However, as advertisements fell through, we needed content to fill the empty space. I searched for new story ideas and discovered the National Society of Black Engineers student group at the University of Kentucky. After quickly interviewing subjects, conducting research and gathering visuals for an unplanned feature story, we filled the magazine and connected others through the article, "Fighting for Something Bigger."

That sort of experience adapting on the fly and pitching in to do whatever needs to be done makes me well-suited to become the Marketing Communications Specialist with the Dairy Farmers of Wisconsin. As a marketer, communicator and journalist, I have gained in-house, agency and newsroom experience necessary for this role.

More recently, I served as creative director of Western Kentucky University's (WKU) first-ever branded content studio, Cherry Creative. As creative director I oversaw four editors and led a full staff of 18 writers, designers and photographers. It was only the second year of the organization's existence, so we were still molding the structure and processes as we went while raising the standards for future teams. During my time as creative director, we were able to increase revenue on every publication we created, produce our first sponsored videos and create the first-ever WKU Graduate Gallery honoring the May 2020 graduates who did not receive a commencement ceremony due to COVID-19. The WKU Graduate Gallery was the digital solution to selling print ads to graduates' parents that we quickly developed after WKU announced the spring semester was moving online. The initiative generated \$3,645 in revenue and has received 10,256 pageviews since launching publicly on May 7 (data as of August 1).

My experience as a marketer, communicator and personal trainer made me particularly valuable to the Exact Sciences team as one of their fitness interns this summer. My technical skills in video production and graphic design helped the team adapt various wellness programs to digital offerings. Video, now more than ever, is an important internal communication tool. I was able to produce videos highlighting the group fitness classes offered to employees, create visual meditations to view online to promote the mental wellbeing of employees at home and create the company-wide return to workplace video.

Beyond strategic communications and content creation, I supported multiple events as the marketing assistant for WKU's Campus Recreation & Wellness department like the campus-wide annual student health fair, "Healthy Days," that had a record number of 625 students in attendance. I also led the creation of communication materials supporting the 25-Year Milestone event celebrating construction of the recreation facility. This included video footage highlighting the history of the building, T-shirts, Christmas ornaments sold for fundraising and promotional posters for the main Homecoming celebration with the rest of campus. I got the opportunity to present our campaign rollout and explain the intention behind every design, T-shirt and promotional item at the national Collegiate Marketing Institute in New Orleans in October 2019.

My experience in public relations, marketing and journalism allow me to thrive in fast-changing environments and would help me collaborate efficiently and effectively with the rest of the Marketing Communications (MarCom) department.

Thank you for taking the time to consider my application. If you have any further questions, please don't hesitate to contact me by phone or email. I look forward to hearing from you soon.

Sincerely,

Hayley Robb

Jessica Bliss,

I was a timid kid. I was quiet, didn't like attention, and never felt the most comfortable in social situations. Then, in second grade, I was placed in our high ability program with Mrs. Martha Nice where we created our own newspaper each month. We interviewed teachers and students, wrote our own stories, edited each other's work, and learned how to operate as a team. Mrs. Nice's classroom facilitated an environment where I could flourish in ways I never knew I needed.

In junior high, I took my first photography class with Mrs. Heather Nichols, and I fell in love with visual storytelling; I haven't stopped since. Beyond photography, Mrs. Nichols taught us about leadership, critical thinking and teamwork. Like Mrs. Nice, she created an environment where students could thrive and discover who and what they wanted to be.

Empowering the next generation of women is something I am fiercely passionate about because of the impact that strong women role models, like these two teachers, have had on me. It is for this reason that I am applying to work as a photography and video communications specialist with Harpeth Hall.

My first internship was with the Center for Gifted Studies where I was responsible for documenting the numerous camps and programs hosted over the summer, very similar to the work I see from Harpeth Hall. The most rewarding and most challenging part of the internship was working with another organization housed in the same office, the World Center for Gifted and Talented Children, for their weeklong world conference held in Nashville that year. I was responsible for documenting all of it. Before it started, I convinced them that beyond shooting stills I should produce a video capturing the whole week, and extend my internship for an extra two weeks to put it all together. They agreed, but doing it all was no small feat. The video I put together is something I am still proud of nearly two years later.

The following year I was the web visuals editor for the Talisman, our student life and culture magazine, and sharpened my skills as a leader in a news environment. Halfway through my time in that position, the COVID-19 pandemic hit, and I was forced to adapt to a completely new world while simultaneously leading my staff through it. Together we learned how to keep creating in the face of uncertainty, and we figured out what our audience wanted from us. Every day I updated an interactive graphic showing Kentucky's COVID-19 cases county by county, which brought a tremendous amount of traffic to our website. We also had a surge in traffic when I published a photo gallery showing the cherry trees on campus in full bloom — we saw it shared widely on social media by people who missed being on campus for the annual sight.

I have also won several national awards, thanks to people from all walks of life who have allowed me into their lives to tell their story. From being with a home-birth midwife to a family of refugees to rodeo cowboys, I have seen and experienced the power of connecting people through storytelling. I am seeking a career where all of that meets: where I am working for a cause that is close to my heart as well as expressing storytelling creatively through visuals. Harpeth Hall sits at that intersection.

To see my work, visit www.lilyestella.com or check out my instagram @lilyestella.photog. The references I have included on my resume would be more than happy to elaborate on my passion, creativity and work ethic. If you have any questions, please do not hesitate to reach out to me via phone at 812-653-4239 or email at lilyestella.photog@gmail.com. Thank you so much for your consideration. I look forward to hearing from you soon.

Best,

Lily Estella Thompson

May 13, 2021

Dear Maple Street Biscuit Company hiring committee,

As a sales associate and social media administrator for a local consignment shop in Bowling Green, KY called Beverly Hills Bargain Boutique, I have seen firsthand the impact that digital marketing can have. The biggest tool at our disposal is the Internet. When our business was returning from the blow of a global pandemic, at least 50% of our sales stemmed from social media. Had I not used those platforms to showcase and promote our inventory, our business could have crumbled. But, even in this difficult environment, we were slowly able to restore our store's revenue to what it was pre-COVID. It is this experience that showed me the results I can produce with my marketing and social media skills, and I hope to lend those skills to the Maple Street Biscuit Company as the Social Media Specialist.

As a recent graduate of Western Kentucky University with a Bachelor of Arts degree in advertising, I am looking to kickstart my career and would welcome the experience of working in an environment where I could grow in my knowledge and skills. Throughout my college years, I worked in roles that have enhanced my communication, social media and writing abilities.

At Beverly Hills Bargain Boutique, I engage with customers both in-person and online daily. Before I took over the store's social media accounts, we had just under 2,000 followers. Since I became the main social media administrator, that number has nearly doubled, and average post impressions are usually between 1,000-1,500 — a massive boost in audience engagement. Those numbers have translated to sales as most items posted don't stay on the racks long.

Additionally, I have worked for two of WKU's award-winning student publications — the Talisman and Cherry Creative. My experience at the Talisman as a marketing assistant and web producer allowed me to hone the craft of social media. I constantly searched for creative ways to both promote our content and visually captivate our audience in order to get them to pause in their scrolling. As a result, our team placed fifth in the Best Use of Social Media Promotion category in the 2020 Associated Collegiate Press Individual Awards. The culmination of skills I gained at the Talisman granted me success in my leadership position as writing editor at Cherry Creative, where I led a staff of young writers by training and guiding them to become better storytellers. I also worked with clients to narrow down story ideas that would be best for their business and audience, negotiating until we found the best route to take.

My background in advertising, communication and social media make me a well-rounded candidate who is fit for this role. I have been impressed by your business's social media presence, and the opportunity to contribute to it excites me. I am both dedicated and hard-working and, should I be given this position, will devote my time and efforts to adding to the Maple Street Biscuit Company's vision.

Thank you for your time and consideration, and I hope to hear from you soon. To see samples of my work, please see the portfolio I have provided at <http://ryleemckee.com>. The references I have listed on my resume will be happy to talk to you about my work ethic, positive attitude and tenacity. Please do not hesitate to contact me by phone or email with any questions.

Sincerely,

Rylee McKee

Dear Friends of Acadia hiring manager,

A few years ago I ran into my Aunt Pam's best friend on a nature trail behind her house. "Ran into" being just a figure of speech because neither of us were running, she almost tripped over me because I was laying on the ground across the trail with my camera pointed up in a Jack-in-the-Pulpit. She commented that I was just about the only person over the age of five she would expect to see laying in the dirt in public — specifically for a photo.

As a storyteller, I would love the opportunity to photograph Acadia National Park as a Friends of Acadia Digital Media Team member. I would contribute to the team my creativity, communication, planning, flexibility and constructive criticism.

Last year I started studying at Western Kentucky University, pursuing a double major in photojournalism and theatre design & technology. I really focus on how light tells a story. Whether camera in hand or light designing a performance, I believe one of the most valuable characteristics isn't being able to find the most amazing story, but being able to tell the story in front of you really well. For me, that's creatively through light.

In my first semester at Western Kentucky University I worked for the Talisman staff. Here I've learned how to collaborate with peers and the importance of constant communication while working on stories that range from the action of football games to the quiet of empty campus shadows to emotion-filled Dungeons and Dragons sessions. Working with a team of people who have different talents and connections is helpful to improving not just the quality of content now, but the future abilities of staff members. I've learned a lot about applications, AP Style and camera equipment from other staff members on the Talisman.

Previously I worked as a photographer for Carmel High School's newspaper, the HiLite. I worked with section editors and the social media team to figure out what types of photos they needed. During big sports seasons we tried to post announcements for upcoming matches, games and meets on our Instagram, Twitter and Facebook. We would try to put in the work at the start of the season to make sure we got photos of each sport practicing that way we had a current collection we could pull from for our announcements and updates.

At Carmel High School I was also a part of the backstage crew in the theatre department. While not many technical skills transfer over to this position, a lot of my experience with being flexible and taking feedback does. When putting together lights for a show I would need to fix problems that arose or find different ways to get the same job done. There were also many other opinions to take into account. Directors and other designers would have feedback that I would need to work with while designing lights, and the advisor would also help me with critiquing pros and cons during and after each show.

My abilities to think creatively for solutions, communicate with others, plan ahead for projects, be flexible in uncertainty, and accept and give helpful critiques would make me a good fit for the Friends of Acadia Digital Media Team member.

Thank you in advance for taking the time to read over my application. To see some of my work you can visit my online portfolio at www.vjteeterphotos.com. Please reach out if you have any questions by contacting me at 317-697-5175 or vjteeter@gmail.com. I look forward to hearing from you.

Sincerely,
Veronica Teeter

September 7, 2020

Dear Julie Bogen and The Atlantic audience team,

I spent my early teenage years talking to strangers on the Internet, but the only one I still FaceTime on Christmas is Shauna Pauli. We met on Tumblr in middle school and bonded over feeling stifled in our small towns—hers in South Dakota and mine in Kentucky. We both ran cross country, loved Tavi Gevinson's Rookie Mag and wanted to be writers. Later, we became editors of publications at our respective colleges and, after six years of friendship, met at a student media workshop in 2017. Now, we both work in digital media because we know firsthand how meaningful the internet can be.

It's this passion and curiosity for the internet, alongside my extensive audience engagement experience, that would make me a great assistant audience editor at The Atlantic.

A bit more about my experience: I packed up my life in Kentucky in January and moved to DC for a web production fellowship at Washingtonian Magazine. Just a month into the job, I joined the magazine full-time as the publication's social media producer. Two weeks into *that* job, the pandemic hit and the rest of our fellows were laid off. It's in this difficult environment and even tougher media landscape that I built our audience engagement strategy from the ground up with flexibility, energy and creativity. So far, I've introduced [Instagram takeovers](#), [throwbacks](#), [shareable graphics](#), [Twitter thread features](#) and [illustrated comics](#)—to name a few. I'm proudest of how I've transformed our [Instagram](#) from a dumping ground for sponcon into a place of high audience engagement and growth (our YOY interactions increased 700% in the month of August alone). I would be well-equipped to contribute innovative ideas that build audiences at The Atlantic because I've done it in abundance.

On the side, I've carried on the spirit of my now-defunct Tumblr blog (may she rest in peace) through my [Instagram](#), where I'm proud to have built an audience of 62,000 followers for my illustration work. Maintaining a side gig has taught me to be self-motivated, persistent, and excellent at time management—which includes budgeting my free time for gigs I love. Mostly recently, I illustrated the cover for a queer YA book for Harper Collins(!!!)

My diverse background at the intersection of media disciplines—audience engagement, reporting, design, copy editing, and a touch of marketing—make me a well-rounded audience editor. My freelance experience and role as the sole member of the social team at Washingtonian have made me a self-starter who's able to generate and execute engaging ideas on deadline. Altogether, telling stories is my favorite thing in the world, and it would be an honor to help tell stories at The Atlantic. Thanks for your time and consideration! I look forward to the possibility of hearing from you soon.

Sincerely,

Hannah Good

Hannah Good

Jan. 15, 2020

Dear Mark W. Smith, Tracy Grant & Krissah Thompson

Like many early career audience/engagement journalists, I've found myself the sole member of my newsroom's social media team. Two weeks before the pandemic hit, I was promoted from web fellow at Washingtonian Magazine to social media producer. It's in this difficult environment and even tougher media landscape that I built our audience strategy from the ground up with flexibility, ingenuity and creativity. I've always been an internet kid, so I love exploring the ways digital platforms can be used to tell stories. Now, I want to lend that experience, curiosity and tenacity to the Washington Post as a social producer.

Just some of the strategies I've introduced at Washingtonian include [Instagram takeovers](#), [throwbacks](#), [shareable graphics](#), [Twitter threads](#) and [illustrated comics](#). These strategies increased our website's social acquisition rate by 76% overall – and by 390% on Instagram alone – in my time as social producer over the previous period. While this experience has made me industrious and resourceful, it's also left me craving more collaboration – something that draws me to a position at the Post.

I've also helped run the socials and website for Interlochen Center for the Arts in northwest Michigan. As the academy's content intern, I spent a summer wrangling campers for [social stories](#), [writing features](#), [covering events](#) and even teaching myself to cut audio and [animate](#). My main job was to make good social content, but also take care of necessary (read: tedious) backend tasks like maintaining the marketing team's Sprout Social tagging system. This required me to sift through heaps of social content. I learned a lot at Interlochen by making content, but maybe more so by reading a lot of it and thinking about what made it work – or not.

On the side, I'm also a freelance illustrator. I've shared my art online since high school, and I'm proud to have built an audience of over 63,000 followers on [Instagram](#). My side hustle has taught me to be self-motivated and excellent at time management – which includes budgeting my free time for gigs I love. Recently, I illustrated a queer YA [book cover](#) for Harper Collins(!!!), and in pre-Covid times, I was a featured artist at the [BLINK Art Festival](#).

Altogether, my diverse background at the intersection of media disciplines and platforms – audience, engagement, reporting, design, copy editing, and digital production – makes me a well-rounded candidate. My freelance experience and role as the sole member of the social team at Washingtonian have made me a self-starter who's always eager to try something new. Using social media to tell stories is my favorite thing in the world. It would be an honor to tell stories and grow audiences at The Washington Post. Thank you for your time and consideration! I look forward to the possibility of hearing from you soon.

Best,

Hannah Good

Dec. 28, 2020

Dear Neema Roshania Patel, Coleen O'Lear,
Tracy Grant and Krissah Thompson

Like many early career audience/engagement journalists, I've found myself the sole member of my newsroom's social media team. Two weeks before the pandemic hit, I was promoted from web fellow at Washingtonian Magazine to social media producer. It's in this difficult environment and even tougher media landscape that I built our audience strategy from the ground up with flexibility, ingenuity and creativity. I've always been an internet kid, so I love exploring the ways digital platforms can be used to tell stories. Now, I want to lend that experience, curiosity, and tenacity to the Lily as your multiplatform editor.

Just some of the strategies I've introduced at Washingtonian include [Instagram takeovers](#), [throwbacks](#), [shareable graphics](#), [Twitter threads](#) and [illustrated comics](#) – many of which were inspired by the Lily. These strategies increased our website's social acquisition rate by 76% overall – and by 390% on Instagram alone – in my time as social producer over the previous period. While this experience has made me industrious and resourceful, it's also left me craving more collaboration – something that draws me to this position at the Lily.

My own reporting as a queer woman from the South centers the voices of marginalized people, especially women and queer folks. I've written about the need for [sober queer spaces](#), [a lesbian-owned publishing house](#), [online sex work](#), [asexuality](#), [housing struggles among LGBT students](#), and one I'm particularly proud of: an intensely reported story about [a sexual assault](#) in my college's honors dorm. I would love to combine my passion for elevating stories about gender with my love of digital storytelling at the Lily.

On the side, I'm also a freelance illustrator. I've shared my art online since high school, and I'm proud to have built an audience of over 63,000 followers on [Instagram](#). My side hustle has taught me to be self-motivated and excellent at time management – which includes budgeting my free time for gigs I love. Recently, I illustrated a queer YA [book cover](#) for Harper Collins(!!!), and in pre-Covid times, I was a featured artist at the 2019 [BLINK Art Festival](#).

Altogether, my diverse background at the intersection of media disciplines and platforms – audience, engagement, reporting, design, copy editing, and digital production – makes me a well-rounded candidate. My freelance experience and role as the sole member of the social team at Washingtonian have made me a self-starter who's always eager to try something new. To put it simply: This position combines all the things I love most. Telling stories about gender and building audiences are my two favorite things in the world. It would be an honor to continue honing these crafts at The Lily, a publication that has long inspired me. Thank you for your time and consideration!

Hannah Good

Job Search Strategies

Know yourself

- Identify your interests, skills and values
- Be prepared to communicate your skills and accomplishments both in writing and verbally

Create an action plan

- Set, track and make short-term goals, urgent deadlines and small milestones
- Create a list of target organizations that match your interests, skills and values
- Research each organization and the career opportunities they have available

Develop a network

- Join professional organizations and clubs and maintain contact with the people you meet
- Utilize social media to connect with others in your area of interest
- Read articles and other resources in your area of interest and comment intelligently

Be open-minded

- Be open to possibilities outside your field and focus on developing skills, even if it's not your "dream job"
- Broaden your search to a variety of geographic locations and starting salary options

Consider less popular organizations

- There are many valuable opportunities with room for advancement in non-profit, government and small to medium sized organizations and companies

Create a powerful presence

- Clearly demonstrate relevant skills in your resume and cover letter
- Focus on accomplishments, rather than duties or responsibilities
- Tailor application documents to each job posting

Maintain a presence

- Periodically keep contact with the employer and any individuals in your network
- Contact employers two weeks after applying to see if they received your materials, ask any questions about the position and reiterate your interest
- Send thank you notes within a day of working with your contacts

Ask for assistance

- Don't be afraid to ask your network for leads and advice
- Talk to your advisers, professors and peers about possible opportunities
- Visit the WKU Career Development Center in DSU or check out their website at wku.edu/career

Be patient and positive

- Expect six months or more to obtain a position
- Adopt three or four ways to conduct your search and rotate them when you hit a roadblock
- Periodically focus your energy on other tasks and hobbies.