

COVER LETTER

Sara Lam

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Bay Area Discovery Museum
557 McReynolds Road
Sausalito, CA 94965

Dear Hiring Manager,

I was excited to see your recent posting for the position of Marketing and Communications Associate. I am an experienced educator with experience in marketing, social media, and communications. My experience as a researcher, combined with my volunteer work, has prepared me well for this position. I would be thrilled to be able to use my skills and knowledge to develop and execute marketing strategies and campaigns for the Bay Area Discovery Museum.

As is demonstrated in the enclosed résumé, I have experience developing, delivering and executing marketing and engagement strategies. During my three-month appointment as a Youth Engagement Team Member with the City of San Francisco, I worked with a team of fellow volunteers and the city's communications manager to increase awareness of the city's youth strategy, using social media (Facebook, Twitter and Instagram) and digital and print material (websites, emails, direct mail, signage and blogs). I was directly responsible for writing copy, managing our website, and monitoring discussions of our strategy on social media so we could adapt our communications assets as needed. I applied my photography, basic design, and layout skills to create brochures that were distributed city-wide in secondary schools. I carried out this work successfully while working towards completion of my graduate degree in history, which demonstrates my ability to learn quickly, manage workflow, and deliver on both long and short term needs.

During graduate school, I continually sought out opportunities to expand on my existing marketing and communications experience. In 2015, I volunteered to develop, execute and manage a digital communications strategy (MailChimp, website, Twitter) for our university's graduate history conference, which resulted in the largest conference attendance since the conference was first established in 2005. This experience expanded my knowledge of best practices in digital marketing, and gave me a solid understanding of how to effectively develop and execute marketing campaigns (including automated email campaigns). As my resume indicates, I gained several other skills related to this position during my graduate studies: creative thinking; administrative skills; the collection, tracking and analysis of metrics; problem-solving and teamwork skills; and the ability to understand and adapt to constructive criticism. My skills and experience, combined with my passion for social media, marketing and communications, would make me an excellent candidate for this position.

Thank you for reviewing my application. I would be pleased to meet with you for an interview, or to communicate via the phone number or email address above to discuss this opportunity further.

Sincerely,

Sara Lam