

# Stew Dent

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John Smith  
Communications Manager  
Helping Harmony Community Centre  
Fredericton, NB

## **RE: Digital Marketing and Engagement Advisor (Comp. # 5233)**

Dear Mr. Smith,

I am applying for the position of Digital Marketing and Engagement Advisor with Helping Harmony Community Centre. When hearing about this position, I realized it would be a perfect fit for me! Because of my extensive experience with marketing, online engagement, and promotional strategies, I am certain I would be an excellent asset to the communications team.

Through my experience with the Beaverbrook Art Gallery and the Athletics Department at St. Thomas University, I have had the opportunity to do exactly what this job entails. As a Marketing and Communications Assistant, I was responsible for creating engaging social media and website content that ranged from event advertisements and gallery promotions to instructional art videos and member specific information. I was able to share my creative content ideas through the use of Photoshop and Canva, while also distributing promotional material through a variety of art mediums as a marketing strategy that would capture the public's attention.

As an Events Specialist, I worked in many different aspects of the sporting events happening at the university. This required a lot of flexibility and the ability to manage multiple projects at one time. I was required to gain specific insight on those who attended the events and compile data through research and analysis in order to create targeted advertisements and promotional material that would increase event attendance. I developed creative ways to establish both student and public participation through strategies such as social media contests and incentives, as well as creating event pages that engaged the audience by doing polls, asking thought provoking questions, and encouraging team spirit.

Through my volunteer experience, I have had the opportunity to support members of our community, focusing on providing helpful resources to newcomers and supporting those in financial need. This is something I am very passionate about. To help someone feel cared for and be able to relieve some of the burdens they are struggling with is the greatest feeling of accomplishment for me. I realize your organization is very involved with helping the community and because of this I truly feel that my values would align well with your team.

It would be an honour to share my passion in the engagement and support of others through this position and I am confident I would be a great asset to the Helping Harmony Community Centre. If you have any further questions, I would be happy to answer them.

Thank you for your consideration,

Stew Dent