

VICKI NICHOLS

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June 1, 2019

Chelsey Rios
Marketing Manager
987 Company
1897 Anywhere Road
Kelowna, BC, V1X 9J3

Re: Marketing and Administration Coordinator (Competition #924)

Dear Ms. Rios,

Please accept this as my application for the Marketing and Administration Coordinator position with 987 Company as posted on the Okanagan College Co-op Job Posting site. I was impressed to learn of 987 Company recently taking home the top award in Kelowna News' Best of Kelowna Contest. As a recent graduate of the Business Administration Diploma program with a Marketing Specialty from Okanagan College and with previous experience as a Social Media Coordinator and volunteer Marketing Coordinator, I feel I am a strong candidate for this position. I am excited for the potential opportunity to apply my energetic, team-player mentality to an award-winning Property Management Company.

During my studies at Okanagan College, I completed the following courses that would be beneficial in this role: Digital Marketing, Marketing Management, Professional Writing, and Advertising and Marketing Communications. In addition, I took the initiative to complete Social Marketing and Hootsuite Platform Training as well as obtain a Google Analytics for Beginners Certificate through the Google Analytics Academy and a Fundamentals of Digital Marketing Certificate through Google Digital Garage, all while participating in full-time studies.

As a Social Media Coordinator for 123 Company, I was able to increase followers by 1700+ by creating an online marketing campaign and assisted the marketing team by developing and implementing social media strategies. I also volunteered to organize staff team building events and health and wellness initiatives. As a Volunteer Marketing Coordinator with Giving Back Society, I helped organize and promote a large fundraising event by designing promotional material and securing event sponsors.

As a highly organized and energetic individual with a desire to grow alongside 987 Company, I feel I would be successful in the role of Marketing and Administration Coordinator. I would greatly appreciate the opportunity to discuss my qualifications in detail. Thank you for your time and consideration.

Sincerely,

Vicki Nichols

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