To Whom It May Concern:

As a proud Carleton University Journalism alumnus, I have experienced first-hand how the university has enriched the lives of many students and contributed to the Ottawa community. Among Canadian academic institutions, it is a leader in keeping abreast of emerging technologies and providing an innovative learning environment adapted to the needs of the 21st Century student. Communication is vital in any organization and requires a certain finesse and creative mind to craft key messages and promotional materials that are instantly understood and seamlessly delivered across digital platforms. I sincerely hope that, as you read through my application, you will agree that I am an ideal candidate for this Communications Coordinator role.

To date, my work experience has revolved entirely around writing, editing and project/production management, as well as strategic marketing and communications. Armed with my Carleton degree, I possess the knowledge and skills necessary to grow and thrive in the dynamic, fast-paced and people-oriented field of communications. At Carleton, I was also President of the Journalism Society, where I first began coordinating events for students (lectures by guest journalists, career fairs and networking functions), as well as year-end formal events for grads.

Prior to my freelance roles, I was a Project Manager and Writer/Editor at Ascribe Marketing Communications Inc. Primarily responsible for managing projects and liaising with clients, I also wrote, edited and designed corporate and marketing documents such as business strategies, annual reports, brochures, posters and integrated digital campaigns. As the main contact for projects with high-profile public service clients, I was responsible for all communications by email, Skype, phone and in-person meetings. Prompt, professional and friendly responses helped me to develop trusting relationships and in turn, secure long-term contracts. My excellent judgment, creative problem solving and strong analytical skills were key to delivering communications products to these clients within tight timelines.

Before my time at Ascribe, I was Director of Operations and Associate Editor at Ottawa Life Magazine. Responsible for the ‘heart and soul’ of the publication, I managed most of the editorial process and its staff and freelance journalists. I assigned stories to them, ensured content was well researched and targeted, and then performed final editorial and layout duties. This not only refined my ability to liaise with journalists, but further developed my excellent organizational and multi-tasking abilities. I also led its various social media campaigns, increased its website visitors, promoted interaction with readers and attracted new advertising clients. Every issue was celebrated with a launch party, which I was responsible for coordinating. This involved developing contract agreements with hotels and suppliers, conducting set-up and tear-down, ensuring technical and logistical requirements were met for the speeches, bands and presentations.

At the outset of my career, I was a Communications Officer at the Canadian International Development Agency (CIDA). There I wrote, edited and translated internal and external communications products including news releases, newsletters and feature stories as well as content for CIDA’s website. Responding to multiple media requests on a daily basis, I assisted with organizing news conferences, media events and proactively pitching stories to local and international media.

While at Carleton, I was passionate about the student experience. This was demonstrated through my fourth-year role as a Telecounselor at the Undergraduate Recruitment Office, where I translated my enthusiasm for Carleton’s excellence and culture into assistance for prospective students. I helped these students prepare their applications, select relevant courses and understand what to expect in first year. This work also gave me early experience promoting Carleton and representing the institution to an outside audience.

Since graduating from Carleton, my work experience has enhanced my strong judgment, leadership skills and creative and strategic thinking. I am a self-motivated and flexible worker. Given the opportunity, I would look forward to speaking with you in person.

Many thanks for your time and consideration,

Kimberly Lochhead

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