

To Whom It May Concern:

It is with great enthusiasm that I apply for this role as Blog Coordinator at Apt613. To date, my work experience has been entirely based around writing, editing and editorial management. Adding to that experience is my journalism degree from Carleton University, which gave me the background and skills necessary to thrive in this ever-changing field. The program's emphasis on accuracy and quality allowed me to develop a strong sense of attention to detail, as well as the ability to work under extremely tight deadlines.

Over the past several years, my journalism, communications and management work has armed me with the experience I believe necessary for this position. Currently I work as a freelance journalist, writing feature stories for Ottawa Life Magazine and Air Canada's enRoute magazine. Before returning to my journalism roots, I was a Project Manager at Ascribe Marketing Communications Inc, where I worked as a writer and editor, while also managing the production flow of the entire company. There, I tracked project details, liaised with clients, supported the team and managed the company's social media presences. Leading a team, I developed and implemented social media campaigns on multiple platforms, increasing brand awareness, site visitors and stakeholder interactions.

Prior to my role at Ascribe, I was Director of Operations and Associate Editor at Ottawa Life Magazine. Responsible for the 'heart and soul' of the publication, I oversaw much of the editorial process as well as the entire ad division. As a features writer, I conducted interviews and wrote thoroughly researched articles on a variety of issues at the federal, provincial and municipal level. I was also instrumental in the production process by liaising with the layout designer, printer, advertiser and publisher while adhering to a strict production schedule. For special editions of the magazine including the annual Top 25 People in the Capital, I coordinated launch parties at the Westin Hotel for advertisers and exclusive guests. Responsible for managing the publication's website, I led its social media campaign, increasing website visitors, interactions with readers and attracting new advertising clients.

At the outset of my journalism career, I was a general assignment reporter and photographer at two community newspapers, the Hinton Parklander in Alberta and the News EMC here in Ottawa. Covering breaking news and a range of beats at both publications – from municipal politics to sporting events and senior issues – I also assisted with the layout design of each newspaper and provided quality assurance through fact-checking and proofreading. Even earlier, through Carleton University's Rwanda Initiative, I traveled to Kigali and wrote for the business desk at the country's only English newspaper, The New Times.

I firmly believe that my education, experience and interests render me a choice candidate for this role with Apt613. I am a self-motivated and flexible worker, having worked shift hours and weekends in my previous journalistic roles. Given the opportunity, I would look forward to speaking with you in person.

Many thanks for your time and consideration,

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