

February 21, 2012

Cover Letter

Re: Manager, Digital Media, Acart Communications Inc.

Applicant: Jon Ward

Dear Acart deciders,

Let me preface this cover letter with an admission. I already have a job – a great one – and I’m not actively looking for work. Therefore, this isn’t a generic cover letter that I’m mass-emailing in search of any old job. I came across your posting on LinkedIn, and was immediately attracted to your company for a number of reasons. Here’s why I’d be willing to give up my permanent, mid-senior level communications job in the federal government to come work for you:

- ❖ I’m passionate about advertising – always have been – right back to the childhood fights with my parents when they forced me to mute the commercials and I wanted to listen.
- ❖ I’ve been looking to break into the advertising world for years, and have been waiting for the right opportunity here in Ottawa.
- ❖ The digital media skill-set I have is a perfect match with all the qualifications you have listed on the job posting.
- ❖ Your work is awesome. I love it. Plain and simple.

Hopefully, then, I’ve piqued your interest and you’re willing to read on and learn a little bit about me. Here are some highlights:

- ❖ I’ve been exposed to the digital world from the ripe young age of 5. Yup, five. My dad was an entrepreneur, opening a computer store in the early 80s when the original Macintosh was starting to take off. I worked at his store selling computers as soon as labour laws would allow it. I was the first of my friends to get an internet connection and build a website (Geocities!).
- ❖ I earned my Bachelor of Journalism from Carleton University, specializing in online and digital media. There, I was heavily exposed to desktop publishing software (Quark Xpress, Adobe InDesign), as well as Photoshop and various HTML/XML editors. Through my other journalism courses, I became proficient in video editing, sound editing and graphic design on both Macs and PCs.
- ❖ My first professional job was to completely revamp, redesign and re-write the website of an NGO based in Ottawa, the Pearson Peacekeeping Centre (www.peaceoperations.org). After the site was complete I did quality control (in both English and French) and monitored the site’s stats with tools like Google Analytics. I also uploaded photos, videos, etc. on a regular basis. This project honed my ability to work with CMS, HTML, CSS, Java and a host of other web tools and languages.
- ❖ After a couple years at the Pearson centre, I packed up my life and moved to Australia. While I did manage to get in plenty of surfing, I also buckled down and landed a great job, developing and managing large-scale commercial conferences in the digital media sphere. My employer was the multinational printing and publishing

giant [Informa](#), and one such conference was the industry-leading [AIMIA Digital Media Summit](#).

- ❖ I've been back in Ottawa for four years now, working in communications for the federal government (National Research Council). Here, I was part of a development team that totally revamped the NRC website, and am in the process of doing so again. If you're familiar with government web jargon, we're transitioning from Common Look and Feel 2.0 ([our current website](#)) to CLF 3.0 ([Transport Canada's website](#)). Both of these revamps have been enormous, and require significant strength in web development, project management, research, analysis, information architectures, CMS, search engine optimization, contracting (estimates, SOWs) and multi-stakeholder collaboration.
- ❖ While at NRC I also created, from the ground up, a modern, functional intranet using Drupal, a free and open-source CMS that's written in PHP. I led a development team that conceptualized and managed this project, by presenting a business case for it and overseeing its design (through research, analysis, wireframing, etc.) and development (its IA, CMS, search-ability – all the technical stuff). This project was a great success, giving employees the modern tools and functionality they needed to better collaborate and communicate with each other.
- ❖ A few months back, I was recruited to the Media Relations unit at NRC. They were looking for someone with a strong network of media and industry contacts (stemming from my journalism roots) and someone who's familiar with all the modern web trends and social media tools. In this new role, I help manage NRC's social media presence, monitoring and developing content for Twitter, Youtube and Facebook. I'm also in constant contact with journalists and bloggers across the country, doing reactive media relations and proactive pitches.

Finally, I think it's worth noting that I try to surround myself with people in the advertising realm. Good friends of mine have been behind high-profile campaigns at John St ([Catvertising](#), [The Wiserhood](#)) and Cossette ([Truth in Advertising](#)), and my childhood best friend (Omid Amidi) was the copywriter responsible for the recent Coca-Cola "[Share a Coke](#)" campaign in Australia. Over the years, these friendships have given me an inside look into advertising environment, including the creative process, dealing with clients, developing concepts and producing content. Professionally, I've also been exposed to the ad world through my many contract dealings with communications and marketing shops.

I strongly believe I have all the skills needed to make an excellent Manager of Digital Media for Acart. I have that rare combination of being a computer nerd but also an excellent writer with an outgoing personality. I'm friendly, reliable, dedicated, methodical and a very fast learner. I hope you'll take the time to invite me in for an interview, where I'd welcome the chance to speak with you face to face.

Many thanks for your time and consideration,



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