

July 31, 2019

Dear ,

As a marketing development professional with extensive experience in social media engagement and donor relations, I am writing to apply to the Communications Specialist position at Lurie Children's Hospital of Chicago. I believe my proven years of experience and results in marketing makes me the best candidate for this position.

My background in development is versatile with experience in donor relations, fundraising, and special event planning—all areas that have proven my focus on flexibility, adaptability, and problem-solving skills. As a manager of La Casa Norte's Marketing and Communications, I was able to:

- Create and implement marketing campaigns in conjunction with Special Events, raising up to \$300K in 2018
- Increase following on all social media platforms from 20-40% in 2017 and 2018
- Work collaboratively with case managers to gather client stories to empower the communities we work with, never sacrificing their dignity for the sake of our goals
- Continue to develop a strong brand that aligns with our organization's mission and values

In addition to the experience on my resume, I consult businesses on digital marketing strategies to drive sales and meet personal goals. From logo creation and branding to creating social media accounts and websites, marketing is more than my career, but a passion. Having learned of this later in life, I do not hold a Communications degree, but keep a strong focus on growth and have taken multiple courses with General Assembly and just completed a four-part intensive digital marketing, analytics, and design class with Imparture.

I would love the opportunity to discuss my background and qualifications further, as well as learn more about the Center for Childhood Resilience Team. Please reach me at [jane.doe@gmail.com](mailto:jane.doe@gmail.com) or 312-312-3123. Thank you for your time and consideration and I look forward to hearing from you.

Sincerely,  
Jasmine Hernandez

JD:

<https://careers-luriechildrens.icims.com/jobs/9818/communications-specialist/job?mode=job&iis=Job+Posting&iisn=LinkedIn&mobile=false&width=1026&height=500&bga=true&needsRedirect=false&jan1offset=-360&jun1offset=-300>