

Joeanna Colaluca

Communications Coordinator

Dear Alaze Papish,

I am thrilled to apply for the Communications Coordinator role at Edelman. The opportunity to contribute to such a dynamic and forward-thinking company excites me immensely.

With over five years of experience at FleishmanHillard, I have honed my skills in strategic communication, media relations, and digital content creation. My background has equipped me with a deep understanding of the industry and a passion for crafting compelling narratives.

Some key achievements from my previous roles include:

- Spearheaded a campaign for a top tech client that increased their social media engagement by **over 60%** in three months.
- Led a cross-functional team to develop a crisis communication plan that successfully mitigated potential negative media coverage for a high-profile brand.
- Developed and executed a media strategy that resulted in a **30% increase** in positive press coverage for a leading consumer goods company.
- Managed a digital content project that doubled the website traffic for a non-profit organization within six months.

In addition to my achievements, I bring a strong expertise in digital analytics and SEO optimization, which are crucial for driving impactful communication strategies. My leadership skills have been further enhanced by my role as a mentor for junior team members, guiding them through complex projects.

Additional qualifications include:

- **Certified Digital Marketing Professional** from the Digital Marketing Institute.
- Awarded the "Excellence in Communication" accolade at FleishmanHillard for outstanding project management.
- Active volunteer with a community organization, leading workshops on effective communication strategies for local businesses.

Edelman's commitment to innovation and integrity resonates with me deeply. I admire your recent work on sustainability initiatives and how it aligns with my personal values of fostering responsible corporate practices. Joining your team would allow me to contribute to meaningful projects that make a real difference.

I am eager to bring my skills and passion to Edelman and am enthusiastic about the possibility of discussing how I can contribute to your ongoing success. Thank you for considering my application, and I look forward to the opportunity to speak further.

Sincerely,
[Your Name]

To

Alaze Papish

Edelman

841 Bishop Street Suite 1500,
Honolulu, HI

From

Joeanna Colaluca

Sitka, AK

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