

# Rima Tannous

Communications Coordinator

Dear Katerina Sarco,

I am thrilled to apply for the Communications Coordinator position at Edelman. With a rich background in strategic communications developed over five years at FleishmanHillard, I am eager to bring my expertise and passion to your esteemed team.

Some key achievements from my previous roles include:

- Spearheading a campaign that resulted in a **25% increase in client engagement**, surpassing projected goals.
- Leading a team at FleishmanHillard to secure a **Gold SABRE Award**, recognizing excellence in public relations.
- Developing a social media strategy for a Fortune 500 client, which boosted their online presence by **40%** within six months.

Beyond these accomplishments, I possess strong skills in digital media and analytics, complemented by a certification in Advanced Social Media Strategy from Northwestern University.

Additional qualifications include:

- **Certified Public Relations Specialist**, enhancing my ability to craft compelling narratives.
- Volunteering as a communications advisor for a local nonprofit, driving their mission with impactful storytelling.

Edelman's commitment to authenticity and innovation deeply resonates with me. I am particularly inspired by your recent campaigns that highlight social responsibility, which aligns with my own values of transparency and ethical communication.

I look forward to the possibility of contributing to Edelman's success and would welcome the opportunity to discuss how my background and skills align with your needs.

Warm regards,

**To**

Katerina Sarco  
Edelman  
425 West Capitol Avenue Suite 320,  
Little Rock, AR

**From**

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