

Caroleen Tenhaken

Public Relations Specialist

Dear Perry Bocook,

I am thrilled to apply for the Public Relations Specialist position at Edelman. The opportunity to contribute to a company renowned for its innovative communication strategies excites me immensely.

With over five years of experience at Weber Shandwick, I have honed my skills in strategic communication and public relations, working with diverse teams to elevate brand presence and reputation.

Some key achievements from my previous roles include:

- Spearheading a campaign that led to a **30% increase in client engagement** within six months.
- Collaborating with a cross-functional team to secure a **prestigious industry award** for a high-impact environmental initiative.
- Developing a crisis communication strategy for a major client, resulting in a **20% improvement in public sentiment**.
- Leading a media training workshop that enhanced team capabilities, resulting in more effective client presentations.

In addition to my achievements, I bring a robust set of skills in digital media and content creation, complemented by a certification in advanced social media strategy. My leadership in fostering collaborative and innovative team environments has been a cornerstone of my career.

Leadership and community involvement highlights:

- **Certified Public Relations Specialist**, emphasizing strategic communication and media relations.
- Recipient of the **PRSA Silver Anvil Award**, recognizing excellence in public relations work.
- Active volunteer with a local nonprofit, leading initiatives to improve community engagement.

Edelman's commitment to authenticity and its value-driven approach resonates deeply with me. I admire the company's recent work in promoting sustainability and am eager to contribute to projects that align with my passion for impactful storytelling and ethical communication.

I am enthusiastic about the possibility of joining Edelman and contributing to its continued success. I look forward to the opportunity to discuss how my experience and insights can benefit your team.

Warm regards,

To

Perry Bocook
Edelman
410 Highland Colony Parkway,
Ridgeland, MS

From

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