

# Kai McClane

Los Angeles, CA | 213.443.9999 | kmcclane@gmail.com | linkedin.com/kai-mcclane

---

February 5, 2020

Holly Genero  
Director of Human Resources  
New Breed Marketing  
20 Winooski Falls Way  
Winooski, VT 05404

Dear Ms. Genero:

As a Media Studies, Journalism, and Digital Arts major, I am known for developing and leading creative marketing campaigns. I am writing to express my interest in the Marketing Coordinator position at New Breed Marketing as advertised on your website. My experience includes a unique blend of internships and campus leadership.

Through my internship with ThriveHive, I gained agency experience and independently conducted client-facing work. I learned about SEO, SEM, and geo-tracking, and built out advertising and marketing campaigns from direct emails to landing pages. In 2019, I worked with the Burton Snowboards account management team in their digital accounts sector where I constructed Amazon A+ detail pages for each of their products, averaging an increase of 96% in gross sales.

Since 2018, I have been working as the Marketing Executive for “Her Campus Media” and the Business Society at Saint Michael’s College. I manage my own team, for which I hold weekly meetings, host and plan events, and promote the club through various advertising techniques. In 2018, I was elected as Co-President of the Business Society where I developed and practiced leadership and organizational skills.

Recently, I launched a freelance work project with local businesses that need advertisements. I plan, organize, and produce all the video production and compile them into Adobe Premiere for the editing process. This experience enabled me to develop skills in communication, problem solving, multi-tasking, and meeting deadlines.

My creative skill set and marketing experience aligns well with this Marketing Coordinator position and I would like to explore the value I can offer New Breed Marketing. I am available at your convenience for an interview.

Thank you for your time and consideration.

Sincerely,

Kai McClane