

Dawn Starchuk
543 Veterans Drive
St Albert, AB T8N 9N0

18 March 2019

Avenue Edmonton
10221 - 123 Street
Edmonton, AB T5N 1N3

Attention: Steven Sandor

Dear Mr. Sandor:

Discovering the posting for a Web and Social Media Editor at *Avenue Edmonton* is a dream come true. I have wanted to work at *Avenue* since finding your magazine on the rack at Mina's Beans in Castle Downs. I believe I possess the right mix of writing, editorial, social media, and storytelling experiences to be a great fit with your team.

Over the last five years I have held jobs of increasing responsibility involving writing, editing, research, and social media. In my current position, I am responsible for communications strategies for a range of products and labels; my role is to reach various audience segments by developing tailored messaging and visual content for print and digital distribution. You can find examples of my visual storytelling on my personal website, Starfire Corporate Stories (www.StarfireCorporateStories.ca). There, you will also find samples of my personal and professional writing (reproduced with the permission of former employers), including links to some feature articles I have published as a freelance writer. I believe my personal brand reflects playfulness, innovation, creativity, and hard work – many of the qualities identified in *Avenue's* job posting.

If you need any further information about me or would like to arrange a meeting, I would love to hear from you. My mobile number is 780-403-5555 (voice or text). You can also reach me by email at Dawn.Starchuk@gmail.ca. Thanks very much for considering my application. I'm eager to meet you and the *Avenue* team.

Yours sincerely,

Dawn Starchuk

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