

Elaine Poon
12 Erie Street
Victoria BC V8V 4X5

March 21, 2019

TeleMedique
2131 Blanshard Street
Victoria, BC V8W 2J2

Attn: Barry Rhoden

Dear Mr. Rhoden:

Having recently returned to Victoria after completing a bachelor's degree in journalism, I am pleased to apply for the position of Marketing Specialist, Content with TeleMedique. As you will see from my résumé, over the last decade, I have held positions of increasing responsibility in marketing communications. I believe my skills and talents will contribute to TeleMedique's growth and visibility in the health technologies marketplace.

Between my work and my education, I have more than five years' experience in writing independently and with a communications team. Articles I wrote appeared in the national MS society magazine as well as in the Alberta Chapter regional MS newsletter. An op-ed I wrote about multiple sclerosis and taxation was published in the *Globe and Mail* in May 2015. I have also written more than two dozen professional articles, feature stories, and service pieces, several of which were nominated for or won awards.

I am a born task juggler who thrives in a fast-paced, coffee-fuelled environment. People describe me as highly motivated, enthusiastic, positive, and proactive. I work well with a team and am a confident leader. Throw any challenge my way, and I will tackle it. My work in the health and community sector has taught me greater compassion and empathy, while my background in editing and publishing has taught me scrupulous attention to detail. My background fits ideally with the assets and requirements for this position, and I am keen to talk with you about the communications strategy I could develop to increase awareness of your company and support the work of your sales team.

You can reach me at (250) 408-1982 or by email at elaine.poon@gmail.ca. Thank you for reviewing my application. I look forward to hearing from you.

Sincerely,

Elaine Poon

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