

## Application Package - Cover Letter

319E Craig Henry Drive  
Ottawa, ON, K2G4G1

Form Athletica Office  
1090 Homer Street, Unit 200  
Vancouver, BC, V6B 2W9

April 18th, 2023

Dear Form Athletica:

I am writing to express my interest in applying for the Social Media and Marketing Specialist position at Form Athletica. I am completing my bachelor's degree in Interdisciplinary Studies (English and Media) at the University of British Columbia in May 2023. Moreover, I have extensive experience in copywriting and marketing, so I am confident I can excel in this role.

I have developed a wide range of marketing and copywriting skills in my recent role as a copywriter at Sukoshi Mart. For instance, I created copy for the company's various platforms, including Twitter, Instagram, and TikTok. Furthermore, I developed product descriptions and product campaigns for the company's e-commerce website. Through this role, I have been able to create engaging content as well as improve my editing and proofreading skills.

Additionally, my responsibilities as a social media coordinator include developing, supervising, and executing social media campaigns for Knix. This role allowed me to gain experience using social media tools, particularly Hootsuite. Moreover, this role allowed me to pursue certificates in social media analytics. Using my certifications, I was able to optimize social media campaigns for maximum exposure and engagement. Ultimately, I believe my experience in create engaging and persuasive content, coupled with my expertise in social media tools and analytics, will enable me to be successful in the role of Social Media and Marketing Specialist.

Not to mention Form Athletica's commitment to allow employees the autonomy to shape their roles and take ownership while growing alongside the company appeals to me greatly. The prospect of being part of a collaborative and inclusive team that is revolutionizing the sport of swimming is an inspiring vision that I am eager to be a part of. I am confident I have the knowledge and experience to be a valuable asset to your team.

Thank-you for taking the time to consider my application. If you would like to discuss my qualifications in further detail, please contact me at (250) 706-2550 or [cheka.r.duheme@gmail.com](mailto:cheka.r.duheme@gmail.com).

Sincerely,

*Cheka Duheme*

Cheka Duheme