

Alison Ma

alison.mhy@gmail.com | 778.939.6194 | 5960 Student Union Blvd, Vancouver, BC, V6T 1Z1

19 Aug 2020

Angelique Crowther
Communications and Engagement Specialist
Campus and Community Planning
University of British Columbia
2210 West Mall, Vancouver BC, V6T1Z4

Re: Coordinator, Communications & Engagement [F20]

Dear Ms. Crowther,

Please consider this application for a Coordinator, Communications & Engagement [F20], as posted on UBC Arts Co-op website. The UBC Campus and Community Planning has a great reputation for planning and developing a sustainable community for everyone in UBC. Having an opportunity to be a part of your team while completing my education is exciting. Presently, I am completing an undergraduate degree and gaining experience of digital marketing and event branding.

In my current Product Marketing internship, I have used Microsoft Excel to analyze product sales, and generated email marketing campaign on. Being an active executive member in HKYOURS for three years, I have made videos using Photoshop and Adobe Premiere Pro CC, and promoted through Facebook event page, scoring a new record of 150 people and initiating relationship building atmosphere. This shows I can master technical skills and social media campaign.

Being an Educator at Lululemon, I boosted seasonal sales by educating products that enhance selfcare during workout sessions and customized product suggestions for each customer to fit their needs. This proves I have strong communication skills as well as a good judgement to suggest new and resourceful campaigns to keep up to customer's evolving preferences.

Thank you for your time to review my application. I am very interested to learn more about public engagement projects and eager to learn new skills. I will be returning to Vancouver in early September. Therefore, virtual communication would be preferred before September. Should there be any follow up, please contact me at my email at alison.mhy@gmail.com. Thank you very much and I look forward to seeing you reply.

Yours Faithfully,
Alison Ma