

## DIANA DA YEON, CHOI

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NUVO Magazine,  
3055 Kingsway,  
Vancouver, BC V5R 5J8

Dear NUVO Magazine Hiring Professionals,

I am writing in hopes of becoming a Digital Assistant at NUVO Magazine. NUVO Magazine is a lifestyle magazine and its presence across the globe is to deliver creative, evocative, entertaining and informative editorials to the audience. Being a self-motivated person, I am continuously seeking for personal and professional development. Having to take similar positions at HAUSIE and involvement in Alpha Kappa Psi business fraternity, I believe in myself bringing forward creativity and communication skills to this position. Growing up in a culturally diverse city such as Hong Kong, this opportunity will allow me to broaden my perspectives even further on creating diverse content and grow NUVO audience.

Working as a Social & Digital Marketing Intern at a designer collective e-commerce company called HAUSIE, my predominant role was to manage various types of social media platforms. The responsibility allowed me to interact and invite conversations with different audiences for different social media accounts. It resulted in growing HAUSIE's online social networks by increasing fan-base and interactions. I also discovered skills in writing and was tasked extra duties as an Editorial Contributor to HAUSIE's online magazine. The responsibility included performing research to find articles and stories appropriate to the HAUSIE audience by using WordPress and delivering weekly newsletter using MailChimp. I was able to familiarize myself with the brand, its aesthetic, its tone, and target consumer base. Overall, I organized and archived digital images and videos using various tools such as Adobe Photoshop and Final Cut Pro X. I am greatly confident that my skills in communication would be a great asset when working as a Digital Assistant at NUVO Magazine.

Alpha Kappa Psi is professional business fraternity and last year, a group of team members and I attended the annual Principled Business Leadership Institute competition. My predominant role was to analyze the weakness of the incomplete business cases and use my problem-solving skills to improve the overall business by coming up with a new marketing plan. Such skills included redefining the brand profile with a new brand logo and target market for its market share growth, as well as using the limited budget to refine the physical location, distribution channels, POS and inventory maintenance. The presentation that we prepared for the competition allowed me to find the appropriate tone to deliver the new brand image and its marketing strategies. I believe my strategy planning and creativity skills would be useful tools when working at NUVO Magazine.

My strong interpersonal, creativity and communication skills and ability to adapt to various environments are great traits that I feel would be beneficial as a Digital Assistant at NUVO Magazine. Furthermore, I am prepared to devote a significant amount of time to this process and hope to truly gain as much out of the experience by working and building professional relationships with a group of ambitious and culturally diverse individuals. Thank you for taking the time and effort to review my application and I am looking forward to hearing from you.

Sincerely,



Diana Choi