



Mason Meeker



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To Whom It May Concern,

I see marketing as a unique opportunity to connect with others. The ability to positively influence people by making connections is what drives my passion for the field. As we move further into the digital age, it is becoming increasingly more important for businesses to have a strong online identity. A combination of great social media campaigns, search engine optimization, and data analytics is vital for a company to succeed in the modern era. I would love to use the skills I have acquired in digital marketing to help your company. With my experience from both school and past job roles, I believe I would be a perfect fit.

Last spring, I accepted an internship role with Skagit County Parks, Recreation, and Fair. This eventually led to me accepting a full time position as a Marketing Specialist. I had the opportunity to manage the advertisement and promotion operations leading up to our biggest event of the summer, the Skagit County Fair. I operated the social media pages, including Facebook and a newly formed Instagram. In just 4 months, I took our Instagram page from nothing to over 500 followers. I also increased our Facebook following by roughly 13%. One of our biggest goals was to appeal to a wider, more diverse audience online. I achieved this by looking at our data, and creating social media campaigns that I felt would appeal. A couple of our more popular social campaigns included our "Faces of the Fair" campaign, along with our "Entertainer Spotlight" campaign.

A huge role I played in the business was content creation. Along with curating social media posts, I also created several digital and print ads. This was done through Microsoft's design software, Publisher. Since then, I have learned the Adobe suite in school to further enhance my content creation skills. I was able to gain experience in other channels of marketing as well, such as email marketing, and working with sponsors. Overall, the fair was a great success. We broke records in revenue for three out of four days at the fair, as well as overall revenue.

I am excited to further my career in digital marketing. I look forward to applying the skills I've learned through school and my past roles of employment to help benefit your company. I have placed my contact info above, and I look forward to talking with you very soon.

Sincerely,

Mason Meeker