

# Penny Platt

## Creative Professional & Apple Enthusiast

Portland, Oregon | Available for Full-Time or Part-Time (971) 386-7688

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### | Dear Hiring Manager.

I'm excited to apply for the Specialist position at Apple Store Portland. After 20+ years in creative direction and a year deep in the Apple Developer program, I'm ready to bring my passion for Apple products and problem-solving skills to customer-facing service.

### | Why I'm a strong fit:

My career has been built on understanding people's needs and translating complex creative and technical concepts into solutions. Whether leading a \$2M Kickstarter campaign at Petersen Games, increasing user engagement 40% at RunSmart, or currently building iOS applications with SwiftUI, I've consistently focused on making technology accessible and empowering.

### | What I bring to the team:

Deep Apple ecosystem knowledge: Currently developing with Xcode, SwiftUI, and Apple Intelligence frameworks

Systematic problem-solving: As a neurodivergent individual, I approach challenges methodically and thoroughly

Customer service experience: Previous retail roles at Nordstrom (styling/personal shopping) and Macy's (visual merchandising) where I excelled in focused, personalized customer interactions

Genuine passion: Using Apple technologies since 1994, I genuinely love helping people discover what's possible

### | What attracts me to Apple Retail

Beyond immediate income needs, I'm seeking connection with the Apple community. A year into my development journey, I'd love to meet like-minded peers, participate in store training sessions, and contribute to the "only-at-Apple experience" that keeps me inspired.

I understand the role requires availability for nights, weekends, and holidays. I'm flexible and reliable, ready to show up consistently for both the team and our customers.

I'd welcome the opportunity to discuss how my unique combination of technical knowledge, creative problem-solving, and genuine Apple enthusiasm could benefit the Portland Apple Store team.

Thank you for considering my application.

Sincerely,

Penny Platt