

H.R. Johnson
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Kalamazoo, MI 49048

November 2, 2024

To the hiring managers at DesignIT,

Thank you for reviewing my application for the Social Community Manager role. I was directed to this position by Abbey Kurimski on LinkedIn; she reached out after reviewing my profile and background.

With over 20 years in community management, I've honed a wide range of skills, including managing high-volume customer support, leading social media channels for brands, and addressing technical issues.

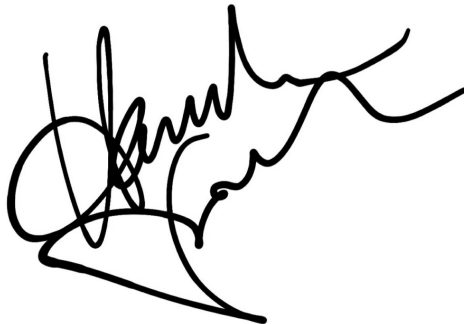
In the time before my resume begins, I worked with Metaverse Modsquad, where I did many tasks being asked of your Social Community Manager. I worked with stakeholders, monitored and engaged with users on social media for the brands I repped, found and supported super users to help drive community engagement, and moderated live virtual events with users.

I've tracked and reported on technical problems across enough websites and apps that I recently became a Fullstack engineer to be able to better explain when something goes wrong. I've written copy for social media, emails, newsletters, blogs, technical instructions and I even worked with the legal team at Internet Brands to update their Terms of Use. The same legal team helped me create the Terms and Conditions for contests and sweepstakes for our users. I also promoted user-generated contests while working at Breaktime Studios Games and Metaverse, but this was before I learned more about constructing valid, legal contests. I really love being able to facilitate joy for users in this way.

Most importantly, I know how to manage social media channels and the people who come to those channels. In the last 20 years, the places people have gathered to talk to each other have changed, and how we access those places has drastically evolved, but users will continue to be users. If users are there, I want to be there too.

If you are looking for a talented, experienced community manager who will work their hardest for you and your community, search no further. I'd love to bring my talents to DesignIT and make my experience of use to you. I look forward to discussing the role further with you.

All my best,

A handwritten signature in black ink, appearing to read 'Hannah Johnson', with a stylized, flowing script.

Hannah Johnson
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