

H.R. Johnson
7706 E Michigan Ave
Kalamazoo, MI 49048

July 11, 2024

Dear Hiring Manager,

I am eager to apply for the Social Media Content Creator role with the Kalamazoo Beer Exchange. As a local resident and occasional patron, I'd love to be able to use my skills to help support your amazing ideas!

I have a wealth of experience creating compelling stories across written and visual media thanks to 20+ years of managing communities and social media channels. You may have even seen some of my more recent volunteer work! I've been lending my social media talents to the local Kalamazoo Game Night events at places like Main Street Pub and Wax Wings. I've helped grow the visitors to those events from a little more than a dozen, to routinely maxxing out the capacity of the venues we've been allowed to play at.

I love Kalamazoo and the independent brewery scene that's here, and feel my talents will really help you tap into the local social scene that's here.

Thank you for considering my application. I look forward to discussing how my experience can contribute to The Kalamazoo Beer Exchange's team.

Best,

A handwritten signature in black ink, appearing to read 'Hannah Johnson', with a large, stylized initial 'H' and a long, sweeping underline.

Hannah Johnson
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