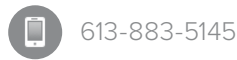
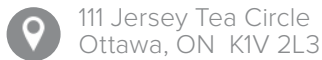


# Lucas Castro



Dear Mr. Stephane Bourbonnais,

I am ecstatic to be applying for the position of Front-End/WordPress Developer at Soshal. That is probably the thousandth time you have read that opening line, so with tradition out of the way, let us talk about the good stuff.

In my opinion, bringing on a new team member is about more than just qualifications; it is about fit, and the prospective employee's value proposition for the team. Beyond the qualifications featured in my curriculum vitae, I can bring considerable value to Soshal via my motivation and my flexibility.

**Psychologist Scott Geller explains** that people are most self-motivated when they feel competent at doing worthwhile work. He suggests that three questions must be answered in the affirmative for an individual to be self-motivated: 1) Can I do it? 2) Will it work? And 3) Is it worth it?

I am confident that I can step into this role at Soshal and do a terrific job from day one. For one, I have seven years of experience as a developer and designer, the last four of which have focused on WordPress. As a partner and Director of Design & Development at UniForge, I have taken on a leadership role, including creating processes for the team to follow, performing rigorously attentive QA on our work, and demonstrating a sustained desire for improvement – both of my knowledge and skills, and of the work we do as a team.

My belief that the production process at Soshal works, comes from the results the company has achieved. Growth of 1,294.03% over three years requires a dedicated, competent team and outstanding management.

Finally, regarding the question of whether my efforts would be worth it, I can think of no better example of worthwhile work than Mr. Hale's stated mission for Soshal:

*"[We] founded our business on the belief that, through our work, we could create professional and personal opportunities for our team, our clients, our community, and ourselves."*

Therefore, I am not only excited for this opportunity, but would also be incredibly motivated to learn, grow, and do exceptional work as a Soshalite.

When it comes to value, I also believe that having a well-rounded, flexible team is essential for managing Soshal's rapid growth and for embracing ongoing iteration and exploration of its tertiary business model. I have taken on the roles of designer, developer, project manager, copywriter, account manager, and team leader in my three most recent positions, and this broad experience has served me well as an entrepreneur and member of an multi-disciplinary team. This demonstrated flexibility in a startup environment will allow me to be an asset to Soshal's evolving future.

As for fit, according to the **Bureau of Made Up Statistics**, 85% of all employers feel that an interview is the *ideal* way to assess a candidate's fit with the company. Plus I can make a mean meme...

Ultimately, I love that the startup environment allows the team to have fun and become a family, while supporting each other in getting work done.

Let us chat about why Soshal should increase its "Lucas Castro quotient."

Sincerely,



Lucas Castro

