

ELIJAH SILVESTRI

Communications and Digital Operations Specialist - Cover Letter

Dear Chris Cowley (*Chief Executive Officer*),

I am writing to formally express my interest for the Communications Officer position listed with the Town of Gawler. I possess a strong background in streamlining communication systems to effectively demonstrate ideas, formulate connections and increase community engagement. I offer proven experience in managing communication channels, from creating community-lead organisations' media, to publishing personal content and growing my own social platforms to over 32,000+ followers. Having accumulated a total of 17.5+ million views I am a results driven entrepreneur, with the desire to work closely with an organisation to achieve the goals and results they desire.

With over 7 years of digital communications experience, I have learnt to prioritise what works best to ensure I reach deadlines and achieve desired results, having started my very first successful communications channel on youtube at the age of 13. I have since learnt to work with applications that allow me streamline my communicational skills, using Adobe and Microsoft suite is something I'm extensively experienced in, as demonstrated by my ability to design social media graphics, edit videos, produce forms and invoices and maintain website pages and social medias for the Pontian Eagles Soccer Club.

Additionally, I have formulated my own advertising creatives to successfully convey ideas and achieve desired results. My proven ability to produce and sell my own digital products to targeted audiences is something I believe would be of specific use to the Town of Gawler Council. I have effectively utilised social media systems, graphics and advertising platforms such as Meta Business Suite, Google Ads Manager and Analytics to see what works best and convert customer based interest into over 500+ of my very own digital product sales.

Through means of my own social platforms I have enabled myself to provide a unique highly-desired set of skills to a company that wants to achieve results. From my extensive ability to convey ideas and produce different forms of media, I strongly believe I can effectively contribute to Council's Community Plan 2035 and the communications team at the Town of Gawler Council. Additionally, my current casual role working for the Adelaide Entertainment Center demonstrates a proven ability to work for a government entity and provide service based work tasks to foster community engagement.

Thank you for considering my application. I would gladly welcome the opportunity to contribute my skills and enthusiasm to the Council's Marketing and Communications team to support the delivery of meaningful and impactful communication for the Gawler community.

I politely request if you have not yet had a look at my capabilities website please do so.

<https://elijahscommunicationportfolio.netlify.app>

Kind regards, Elijah Silvestri