

DATE: 11/16/2020

TO: Dr. Marling

FROM: Walter Dulle

SUBJECT: Ad Analysis.

This memo will provide information about the expectations and requirements for the Commerce Writer (Toys & Games) remote position that I have found on Handshake. This memo will break down the job advertisement talking about keywords and phrases important to the advertisement, the qualifications the advertisement seeks, and finally why I find my experiences align with these qualifications.

Key Words and Phrases

The advertisement has a number of important words and phrases that I will discuss here. I will first give a list of the words and phrases that I have deemed important, then after said list, I will talk about what they mean for the candidate being sought, and what the company expects.

- Commerce Writer - A commerce writer is someone who will write a product description about some item so that consumers will be persuaded to buy the product.
- Domains - In this case, the domain is in reference to a website.
- CMS - CMS stands for the content management system. This is software that contains a database of information that can be pulled on for any number of reasons.
- "Individuals who love to work collaboratively and get sh*t done" - I will discuss this more later, but I find this phrase to be a good indicator of the tone and overall vibe of the company.
- O&O communities - O&O stands for "owned and operated".

So for the most part I believe some of these terms to be fairly intuitive as to what they mean for either the candidate or the company, but they are important to note to truly understand the job the candidate will be applying for. For example the definitions of commerce writer and domains I listed, it is understandable why these would be important, but I found they could use some clarification.

The CMS and O&O communities definitions are important to note because these might be terms that are tossed around the company, so it is good to know what they mean to avoid confusion if someone in the company uses them. I also wish to expand on "O&O communities", it is used in the sentence "we've grown into a global media company with 5 O&O communities across a multitude of genres, including U.S. sports, esports, lifestyle, and more!" Which Means that this company has ties into all the fields listed and the candidate will need to be comfortable with writing about some or all of these fields.

Finally, I want to talk about the phrase "Individuals who love to work collaboratively and get sh*t done". The first half of this sentence is fairly straightforward, they want individuals who can work in groups, which is something that most jobs will ask of individuals. Although, The "get sh*t done" aspect of this phrase is what stood out to me. A company that is willing to write a curse

word in their advertisements shows me that they are either trying to be “hip” or that they are a fairly relaxed company. This is something that I like to see, if my assumptions are true and they are fairly relaxed then this is a company that I could see myself working at.

Key Qualifications and Why I Align With Them

This advertisement only has four qualifications and I believe that I suit three of those four, which are:

- “Deep passion for the Toys & Games / Kitchen & Food industry”
- “Attention to detail and ability to meet deadlines”
- “Ability to multitask at a fast past (will be expected to create multiple pieces per 3-4 hour workday)”

The fourth is “Experience writing for eCommerce in Toys & Games / Kitchen & Food preferred but not required” I have no experience in doing this formally, but Toys and Games as I mentioned are a passion of mine and are things that I think I could write about very easily. I am not adding this to qualifications I think I can align with though as I have no experience in it.

For the first listed qualification, I have been playing games for the majority of my life. When I was a kid I was all about classic family board games. Things like Monopoly, Life, Chess, etc. Then, when I got older, I started playing video games. I have familiar with many of the largest esports and would enjoy covering any aspect of it that the company might ask. On top of that when I hit high school I began to play Tabletop games. Things like Dungeons and Dragons, Pathfinder, and a few Table-top strategy war games. I will say I do lack on the Kitchen and Food industry side of things, but if that is something that they need I have years of research under my belt that I could put to use.

For the second and third listed qualifications, I would College has prepared me for both of them. College is all about deadlines and multitasking. Most students have multiple classes, all with multiple assignments. As an English major, a lot of my classes involve writing papers and at times I have had multiple papers due in the same week. So I am no stranger to deadlines or multitasking. Then for the attention to detail aspect of these qualifications, I find that my classes in writing poetry have prepared me for this. In poetry, especially shorter forms like Haikus and other forms, every word has so much stress on it and can carry infinite meaning. So it is paramount that you pay attention to every word you might use. Also, words are not the only thing you need to pay attention to. Things like punctuation, word placement, word sounds, and many more also play a part in forming a poem.

Conclusion

In conclusion, the Commerce Writer (Toys & Games) remote position is a position that I find I could reasonably apply for and have a shot at achieving solely based on their requirements needing commerce writers who have a deep passion for toys and games, who can manage

multiple tasks and meet the deadlines to all those tasks, and who has good attention to detail skills, and the fact that I fit those requirements. I will close with these ending statements:

- I meet the qualifications that this advertisement asks for.
- I understand important keywords and phrases that this company embodies/ uses.