



AJ DYSICK

Recruiter + Programmer

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To. Hiring Manager
Design Tech Department
Gemini Trust Company, LLC

Date.

September 11, 2020

Dear Hiring Manager,

As a Gemini user, I became excited when I saw the posting for the Associate Visual Designer position. As an investment and trading enthusiast, I am certain that I can aid Gemini in “building the future of money”. I have experience leading successful marketing campaigns through creative programming and design. Moreover, I have managed teams totaling +300 people and have generated \$150,000 in revenue.

While at Vector Marketing, I managed multiple +75-person marketing teams. For three years, I designed marketing emails and promotions for new products. I pioneered social-media marketing, which resulted in 102.9% sales growth year-over-year. Furthermore, I adapted our recruiting campaign to accommodate shifting applicant demographics. Newly focused on ages 17-23, I curated our content for social media. As a result, applicant quality improved, and total recruits grew by 27.9% year-over-year.

Gemini’s Design Tech department combines creativity, design, and data. The Associate Visual Designer manages day-to-day marketing, ad campaign development, and brand building. This role is a perfect match for me: I can combine my professional and personal interests. I can support Gemini’s goals by leveraging programming, my creativity, and marketing experience.

I welcome a discussion about Gemini’s visual design and marketing objectives. I also welcome a discussion of how my success at Vector could translate into growth for the Gemini brand. Let us “build the future of money” together.

Sincerely,

AJ Dysick

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P.S. — Inquire about how I systemized, implemented, and replicated a profitable, 4-month business model.



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Educations.

2016 - 2020

Bachelor of Arts, Music

Macalester College

2012 - 2016

Diploma

Columbus High School

Soft Skills.

- Task/Responsibility Delegation
- Goal-oriented Public Speaking
- Professional Communication
- Effective Time Management
- Goal Setting + Planning
- Professional Empathy
- Collaboration
- Networking

About You.

Strong work ethic. Extreme attention to detail. Prevailing positivity. I have built 2 profitable businesses through self-generated content and intentional design. Though my programming experience is minimal, I drive consumer action through quality design.

Your Experiences.

District Manager

Vector Makreting Corporation [GA + MN] | 2016-20

Recruited after high school, I spent four years with Vector. Titles held include Sales Representative, Branch, Senior Branch, and Assistant Managers, among others. Initially, I sold Cutco products and performed well. Thereafter, I trained as a manager and held such title until I resigned.

- Built 2 profitable businesses from scratch within 4 months. Operated both business in two unique markets of varying demographics
- Generated \$150,000 in business revenue (part-time)
- Recruited, screened, and interviewed +1,100 applicants
- Recruited +300 applicants via social media (Facebook and Instagram)
- Professionally coached and mentored +300 students, focusing on financial and professional wellness

Zipline Guide/Team Lead/Receptionist

Whitewater Express [Columbus, GA] | 2019-20

While at Whitewater, I cross-trained as a zip line guide, team lead, and receptionist. I often performed duties of each position within a single day. By maximizing my skillset, I improved our customer's experience.

- Innovated systems to increase internal efficiency
- Represented Whitewater Express during multiple marketing and news campaigns
- Maintained flexibility and professional demeanor throughout seasonal, cultural, and personnel changes
- Cross-trained to maximize my contribution to the company's mission



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Tech Skills.

HTML 5 / CSS 3 / JS



Bootstrap Framework



Mobile / Web UX Design



Adobe Creative Cloud



Awards.

1/

August 2018

#1 Branch Manager

- Highest branch office sales in a summer [\$81.2k]

2/

June 2018

#1 Branch - SC1 PUSH

- Highest office sales during 2-wk contest [\$23k]

Portfolio.



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ajdysick.com

Experiences Continued.

Sound Technician

Macalester College [St. Paul, MN] | 2012-16

I recorded, mixed, and mastered professional audio and video recordings. Reminiscent of my programming experience, initially, I had no prior audiovisual knowledge. Yet, I learned all necessary audiovisual skills with verve. Later, I further immersed myself through a self-directed internship.

- Regularly corresponded w/+100 clients to meet their specific needs
- Developed systems to simplify internal workflow and file organization

Hobbies.



Musician



Rafting + Kayaking



Traveling

References.

I have provided contact details for my two most previous managers. Trey Ketcham [Vector Marketing] has known me for 4 years. Will Chambliss [Whitewater Express] has worked with me for over a year.

Trey Ketcham

Division Manager

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Will Chambliss

General Manager

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