

ALEX FRESA

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Lauren Pelletier, Marketing and Development Coordinator
The Center for Craft, Creativity & Design
67 Broadway Street
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Dear Lauren,

Tina McCants in UNCA's New Media Department recently sent me a communications opportunity with CCCD this semester regarding marketing, media assistance, and a focus on both web and graphic design. I'm interested in applying for the position because not only will this opportunity grant me further experience within my desired field, but also allows me to become more involved with the presence of art and design in Asheville and explore ways in which what I offer can benefit a creative community.

In May of 2018, I will be a web design and development focused new media graduate with almost 10 years of personal experience using HTML, CSS, and Javascript. Throughout this time I have also become very familiar with intuitive coding tools such as Brackets, Bootstrap, Processing, and Max in addition to the many programs included within the Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, etc). Since these tools are largely responsible for the output of the position, I feel comfortable saying that my experience would grant me a productive work flow throughout my time with CCCD. UNCA new media courses have also helped to refine skills I've learned since first using these programs, and my interest and enthusiasm for the field keeps me driven to continue doing so.

A highlight of previous experience would include my internship for Dell EMC (formerly known as EMC²) in high school. While the skills I learned during my time there had a greater focus on back end rather than front end development, I feel as though this as well as other part time positions I've had since then have given me a better understanding of an assistant's responsibilities and ways to navigate a professional environment. My work ethic has been described as punctual, thorough, and organized, and I always try to be as personable as possible. Additionally, I feel confident in my ability to represent the organization and share skills and resources with others in part of collaborative efforts and opportunities.

I have attached my resume which also contains a link to my online portfolio. In reference to compensation requirements, I would be request a starting rate of \$10/hour. Please let me know if you would like any additional information when it is convenient for you. I look forward to hearing more from you and thank you for your consideration!

Sincerely,

Alex Fresa