**Michelle Aguirre**

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VI Marketing & Branding

10975 Benson St,

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To Whom It May Concern,

           I am writing to express my interest in VI Marketing and Branding. I am originally from Austin, Texas, but moved to Kansas in order to pursue my career. I am currently live in Lawrence, KS, but am looking to move to the Kansas City area. I am a Texas Tech University graduate with a bachelor’s in Human Sciences, but have an extensive background in design and art.

I have previous experience at an advertising agency in Austin, Texas, Greatest Common Factory. As an media intern I was able to collaborate with many different clients such as Nike, Golf Smith, Austin City Limits, and the Texas Roller Derby. As a fairly new company, I was a large role in the start up. I created a weekly newsletter that would contain information about the company, staff, local & global events, interesting facts or articles, and much more. I also gathered information about potential and current clients by monitoring social media outlets, and put profiles together. On occasion I assisted the creative team by editing photos and banners on Photoshop, as well as would sit in during meetings over graphics, color choices, and photos.

I also have experience at a non-profit organization known as Ronald McDonald House Charities, that helps parents of ill children. At RMHC a large portion of my time was spent aiding the promotional outreach program by informing the public to increase business. I would work along side with Texas Tech University, local businesses, and even had the chance to be a guest speaker on a local radio show. When I was not out and about, I was at the hospital walking around meeting families and informing them about our services. Currently, at the nightclub I bartend at, these social skills are exercised daily. Using my Photoshop skills I was able to create fliers advertising the nightclub specials, and would hand them out, informing college students about the new deals.

Although I don’t see any job openings, I would love to have the opportunity to come in and talk with you. I greatly appreciate you taking the time to review my credentials and experience. Thank you for your consideration, and hope to hear from you soon.

Sincerely,

Michelle Aguirre

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