

## MEMORANDA

To: Marissa Vonesh, *Distraction Magazine*; Editor in Chief

From: Elizabeth Pozzuoli *exp*

Date: August 30, 2017

Subject: Job to Promote

After a year of working as the public relations assistant manager for *Distraction Magazine*, I believe my class assignment for creating a media kit will enhance and benefit the magazines presence on and of the University of Miami's campus.

### **Why I'd like to**

Over the past year, I've learned what it takes to create a magazine and I want the hard work to be recognized by our fellow classmates and community members. Distraction is highly recognized in the nation's university print and web media world. I'd like to integrate this reputation on campus and in the Miami community.

### **Experience**

I've been studying public relations and marketing while at the University of Miami. In addition to with working for a public relations firm and Spirit Airlines over the past few summers. I would like to apply my knowledge and talents to promoting the magazine, enhancing social media, and coordinating events.

### **Goals**

As the PR assistant manager, I am already involved and motivated to promote the magazine. Pitching our distribution events to the media to be able to attract as much awareness as possible and writing new releases for upcoming occasions will reinforce both my class assignment and my position.

Thank you for considering my request. I'm available to talk with you further

Elizabeth Pozzuoli

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