

ALEXEY LOBACHEV

Corporate Communications Specialist

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Cover Letter

Dear Hiring Manager,

I've been an avid reader since age five, a Kobo user since 2018, and a published author since 2020 (short stories and a children's book). When I saw the Corporate Communications Specialist role, I recognized it immediately as opportunities for me to join company whose mission I wholeheartedly support and practice the craft I love and enjoy the most.

At McKinsey, I transformed internal communications for the Moscow office, owning the content lifecycle:

- weekly newsletters
- monthly town halls
- promotions and partner elections
- learning updates
- internal events, big and small

In Kazakhstan, I co-led a DEI transformation project and supported the launch of over 600 DEI initiatives globally. Since arriving in Toronto in 2023, I've executed internal communication campaigns like Memorable Moments, a weekly video series featuring client stories from Partners for their peers, and Way We Work Olympics, an annual event driving adoption of team rituals and practices. I love turning routine communications into culture-building moments that inform, connect, and inspire.

Furthermore, I'm drawn to your emphasis on intentional connection within a hybrid environment. I led post-COVID reintegration communications at McKinsey, helping Moscow colleagues navigate the shift back to office life and making in-person time feel worth the commute rather than mandated. I understand that a reimagined office space is an asset for connection, creativity, and belonging, not just a place to sit and work. My roles spanning communications, employee happiness, DEI, and professional development taught me to work fluidly across HR, Legal, IT, and Leadership. It's the cross-functional collaboration experience this role requires.

To give you a fuller picture, I've created a companion website for this application that showcases my writing, content structure, and ability to create digital artifacts with AI tools: <https://l10sha.github.io/kobo-job-application/>

I'm looking for work that lets me be hands-on with the craft I care about. I want to execute brilliantly, free up senior resources for strategic priorities, and help Koboers feel informed, inspired, and connected.

I'd welcome the chance to discuss how my experience aligns with what you're building. Thank you for considering my application.

Warmly,
Alexey