

# Caleb Wiseman Taylor Moore

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## COVER LETTER

I'll try to keep this brief. I'm very excited about the opportunity to be able to work with the entire team at NBC Universal. So far I have met Samantha, Clarissa, Kathleen, and Cindy-- and it's clear that NBC has a stellar team supporting the various brands. I'm thrilled at the opportunity to learn from and get to know each of them and the NBC universe.

Over the past 12 years, I've obtained a multitude of specialized experience in the email marketing world. Primarily, I have a rock solid foundation with email development, QA, and I think like a designer. I feel that I am set up to really knock some socks off at NBC-- with this role challenging me in a couple of new and exciting ways. For one, I would be in a managerial position for the first time. And secondly, I would be owning the deployment and audience management in a much bigger way than I ever have. To me, this means new learnings, which is really what it's all about.

I've just moved to Los Angeles 10 months ago, so it would feel really special to work in the "Industry" over at Universal City (eventually), and be a part of something with so much history. The timing feels perfect!

I've long been a fan of the NBC brand- something that really sealed the deal for me was the wonderful 30 Rock. So, even though I feel a bit like Kenneth, I'm trying to contain my excitement. I hope that we're able to work together and do some amazing work done together, pushing these already iconic brands even further.