

May 15th, 2013

Dan Greer, Area Director
Center for Residence Life Apartment Area
113 Riverknoll
Rochester, NY 14623

Dear Mr. Greer,

I am writing to express my interest in the current opening for the RIT Center for Residence Life Community Advocate. In the fall of 2013, I will be attending RIT to obtain a MS in Communication and Media Technologies. I became aware of the position through an e-mail alert and found it a compelling and exciting role to play on RIT campus. I am eager and capable of handling the duties and responsibilities of the position and feel my resume can exhume my skills and qualities.

Although my undergraduate Bachelor's degree is in graphic design and not social sciences or a related field, I recognize there is an ever-changing need for original and innovative knowledge within higher education and I believe my experiences make me a strong candidate for the position. I am a high energy, creative and confident individual with keen communication skills. I am passionate about working and developing relationships with students, coordinating events, and taking part in community service activities. My prior experiences have allowed me to develop my skills necessary for becoming a positive Community Advocate at RIT and I believe the position would also be beneficial to me in my long-term career goals. I am sure that I have the right amount of education, counseling and experience compassion for making this role a success.

I have provided you with the attached resume. I look forward to meeting with you so we can discuss in further detail what I can bring to the position. Please feel free to contact me via phone or e-mail at your convenience, as I would like to discuss whether there might be a potential fit for both of us. Thank you for taking the time to review my qualifications.

Regards,

Maria Cataldo

A dedicated, responsible, and self-motivated individual with keen ingenuity and communication skills. Strong interpersonal professional who demonstrates a high degree of versatile originality and creativity. Customer focused, highly enthusiastic and team-oriented, offering extensive service and experience; track record of delivering outstanding experiences and exceeding customer expectations by being upbeat, driven, organized, and extremely detail oriented. Inventive individual who implements innovative conceptual ideas, accompanied by proven ability to execute performance under tight time constraints. Fluent in Italian.

education

- Binghamton University Binghamton, NY - May 2012 - Bachelor of Arts Graphic Design : GPA: 3.68
- Binghamton University India : New Delhi, India - Winter 2012 - School of Management Business Abroad
- Temple University Roma : Rome, Italy - January 2011- May 2011 - Photography and Art History Study Abroad

employment

CMA Cataldo, LLC - Endicott, NY

2006-Present

Supervisor / Marketing Coordinator

Serve as supervisor overseeing multiple projects as well as employees. Provide prompt assistance in the aid of resolution for customer or employee conflicts and complaints. Manage and implement business plans to attract clientele through local advertising and brochures. Propose new ideas to improve event planning, and marketing of services. Consistently following up and requesting referral business from past and current clients.

- Business is actively involved in fundraisers and local charitable events
- Total revenue increases due to promotional materials and booking of banquet hall for events
- Increase consumer reoccurrences by building strong customer relationships and providing efficient service

The Fuse Dance Center - Binghamton, NY

2011-Present

Dance Instructor / Choreographer

Provide weekly instruction to participants ages 4-17 in various dance forms. Assist in the development of dance curriculum. Collaborate with parents and co-workers to facilitate regular social events and fundraisers. Implement the highest level of service in accordance with studio standards.

- Developed long-lasting relationships with dancers as well as family members
- Assume the role of guidance counselor when necessary to solve conflicts and issues between students
- Act as a mentor to promote positive self-esteem to young dancers

Perkins School of the Arts - Norwich, NY

2008-2012

Dance Instructor / Choreographer

Trained teenage students in contemporary, jazz and tap classes at competition level. Instructed productive lessons and stimulated students' interest by generating new ways to present material. Organized classes for maximum student benefit in time allotted.

- Improved overall student performance scores at various competitions and conventions
- Taught students methods of successful learning that can be utilized for the rest of their performance career
- Helped students develop confidence and enthusiasm within the performing arts

internship / non-profit work experience

Rural Health Service Corp., Tioga County Tourism

Summer 2011

Active Living Coordinator - Junior Graphic Designer

Assisted in the planning, organization and management of events such as the "Bike Tioga 2011". Conducted meetings, presentations and tracked attendee registration for events. Coordinated ways to publicize, market and attract attendees through social media updates and promotional avenues. Assisted visitors with appropriate tourism information as needed in Visitor's Center. Updated and refreshed tourism website toward innovative trends. Comprised press releases, designed flyers and promotional materials. Photographed events and attractions to coordinate projects.

- Increased attendance at coordinated events with publicized press releases and marketing materials
- Improved participation for community service events and fundraisers in the Historic Owego area
- Served as an assistant to timely manage administrative processes

computer proficiency

- Skilled in both Macintosh and Windows
- Proficient in Adobe Creative Suite and Microsoft Office