

February 19, 2026

Hiring Manager
Marketing & Communications Department
San Mateo County Transit District (SamTrans)
1250 San Carlos Avenue, San Carlos, CA 94070

RE: INTEGRATED MARKETING PROGRAM MANAGER

This morning, I drove Route 281 through Foster City — the same county, the same communities, the same riders I have been serving since joining SamTrans as a Bus Operator in 2024. Tonight, I am writing to apply for the role that would let me serve them differently: as the person who tells their story, grows their ranks, and builds the marketing infrastructure that connects more San Mateo County residents to the system my family has believed in for over three decades.

1,500+ SAMTRANS REVENUE SERVICE HOURS	98% ON-TIME PERFORMANCE	\$6M GOOGLE CAMPAIGN BUDGETS MANAGED	76 LANGUAGES COORDINATED	30 YEARS — MY FATHER'S SAMTRANS LEGACY
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Before I became an operator, I spent **eleven years in integrated marketing at Google** — managing Nest and Google Assistant campaigns with budgets up to \$6M, coordinating programs across 76 languages, leading Google I/O product launches, and achieving 30% efficiency gains and 20% cost savings through process redesign. I know how to run a creative agency, build a measurement framework, manage a media plan, and keep a complex, multi-stakeholder campaign on track. I have done it at some of the most demanding and visible programs in consumer technology.

What I bring that no outside candidate can is **ground truth**. I understand the operational constraints that marketing plans must respect. I know which service reliability issues erode rider trust before any campaign can build it back. I have had thousands of micro-conversations with riders — commuters, students, essential workers, seniors — that no focus group can replicate. When I build a campaign, it will be built on what SamTrans actually delivers, not on an aspirational version of it. That credibility is the foundation of marketing that earns lasting trust.

To demonstrate what integrated marketing leadership at SamTrans could look like, I built a five-page interactive portfolio — including a strategic analysis of the 50th anniversary campaign and a full integrated campaign proposal titled *"50 Years Strong, 50 Years Forward"* — available at: tsevelo.github.io/samtrans-portfolio

My father served as a SamTrans Maintenance Supervisor for **30 years**. He kept these buses running before I ever drove one. This application is not a career pivot — it is a homecoming. I want to bring everything I have built at Google back to the agency and the community that shaped me, and use it to help carry SamTrans forward for the next 50 years.

I would be honored to discuss this role at your convenience. Thank you for your time and consideration.

With respect and enthusiasm,

