

Paola Sánchez

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Chloe Kessler, Coordinator for Marketing and Events
Fannon Institute for Student Success, University of Rhode Island
90 Lower College Rd
Kingston, RI 02881

Dear Chloe Kessler,

When I first sat down to write this cover letter, I felt totally stuck. I'd never written a cover letter before, and I had no idea where to begin. I googled "URI cover letter help" and found the Center for Career & Experiential Education website, where I learned I could meet with a Career Education Specialist the very next day. When I met with my CES, they were helpful, encouraging, and gave me great advice about my application. Following that conversation, I am more certain than ever that I want to work as a Marketing Assistant for the Fannon Institute for Student Success. Every URI student should know about these amazing resources so they can feel confident pursuing their goals, and that mission starts with effective marketing! My creative skills, leadership abilities, and passion for the FISS mission will make me a valuable addition to your team.

As a Marketing Assistant, I'd be ready to start creating engaging social media content on day one. I'm currently part of the Social Media Team for Active Minds URI, where I design Instagram graphics using Canva, take photos at events, and plan campaigns that raise awareness about mental health. I've learned how to create posts that grab attention and share important messages in a way that feels approachable. I'm comfortable using Instagram (including Reels), TikTok, and CapCut to create fun and relatable content that aligns with Active Minds' overall mission and brand. Since I joined the Social Team, Active Minds' content has reached over 6,000 users each month across our various platforms. As FISS works to expand the social media presence of offices like the Academic Enhancement Center, Academic Advising, and the Career Center, my knowledge of social media and proven ability to create content that resonates with URI students will help drive greater engagement with FISS offices.

In addition to social media knowledge, I've developed strong organizational and leadership skills through community involvement. As Co-Captain of my high school debate team, I organized practice schedules and mentored team members. I was very successful in identifying team members' needs and planning practice activities focused on building the skills we were missing. I frequently stayed late or arrived early to check in specifically with teammates who needed extra support. Ultimately, over 75% of our debaters qualified to compete in the state championships at the end of the year. This experience taught me how to organize group activities, motivate others, and stay flexible, and I'm excited to build on those skills as I contribute to planning FISS events that meet URI students' needs.

I am confident that my social media experience, leadership skills, and passion about the services FISS provides make me an excellent fit for this position. If you have further questions about my interest in the role, my contact information is included at the top of this page. I look forward to hearing from you about the next steps in the hiring process!

Sincerely,

Paola Sánchez