

September 1, 2017

Ms. Kathryn Smith
Director of Communications
Jumpstart
308 Congress Street, 6th Floor
Boston, MA 02110

Dear Ms. Smith:

I am a senior at Harvard College studying History and Literature. I am writing to apply for the Marketing and Communications position at Jumpstart posted in Harvard's Crimson Careers database. I'm very excited about the field of education, and would welcome the opportunity to bring my strong communication skills, creativity, and marketing experience to your growing team.

Jumpstart's commitment to early education for every child is of particular interest to me because of my passion for youth development. This past summer, I worked as a senior counselor in the Summer Urban Program (SUP), which is dedicated to preventing summer learning loss for children in the Boston and Cambridge area. I designed and taught fun, interactive classes to a group of 10 fifth graders, and planned and led local field trips and workshops daily with a junior counselor. Throughout the summer, I consistently strived to create math, science, and reading lessons and activities that were engaging and tailored to my students' needs.

Additionally, in my role as the Director of Marketing for the Social Innovation Collaborative, I led our team in creating a social media strategy to drive our member recruitment efforts and promote our programs and events on platforms including Facebook, Twitter, and Instagram. With so many competing events on campus each day, I had to continually be creative in my approach to developing and delivering content that would be compelling and effective. As a result of my efforts, our group experienced a 20% increase in our membership base and a 15% increase in our social media engagement. I'm excited at the prospect of bringing the skills I developed through this experience to the Marketing and Communications role at Jumpstart.

Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this position.

Sincerely,

Sally Crimson