

To Whom It May Concern:

I am writing to extend my interest in your open position. I am confident that my experience and my professionalism will be a positive asset and resource to your organization.

In my last role as the Marketing & IT Manager at Project Adventure I served the organization in many diverse capacities. I was responsible for all marketing efforts. I managed, designed, and implemented the online presence and social media accounts. Planned and executed the promotional marketing initiatives. As well as, analyzing paid acquisition channels, pay per click campaigns, and performance analysis with each online campaign we ran.

Additionally, as the sole person in the IT department I was responsible for managing technology projects such as researching, purchasing and setup of end user computers. I acted as the liaison between our company and our vendors to manage upper level support for the servers and the cloud based file management system. I ensured hardware, software, as well as, peripherals were functioning properly and efficiently. Additionally I supported the staff with technology issues ranging from questions with specific programs to non-functioning computers.

Outside of work over the last five years, I developed and hosted a yearly conference called NEO Air. It is a collaborative conference designed to allow experiential educators a space to come together, shape their experience, deepen relationships and inspire growth both personally and within their industry. Furthermore, I am an experienced facilitator, National Ski Patroller at Ragged Mountain an outdoor enthusiast and steward, who has achieved the rank of Eagle Scout. For a more detailed overview of who I am I would invite you to take a look at my Digital Portfolio. – <https://mattmorin.org>

It is my goal to continue to grow as a compassionate, enthusiastic, team player that will make a positive contribution to your organizations culture. Thank you for considering my application and reviewing my resume. I look forward to sharing my experiences with you.

Sincerely,

Matthew W. Morin

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