

# KATE CHU (SHE/HER)

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Greg Smith  
Executive Director  
Digi BC  
3478 Canada Way  
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## RE: Communications Assistant

Dear Greg Smith,

I am excited by the opportunity to work with social media strategy and projects as part of the Communications Assistant role at DigiBC. After attending Third Tuesday and meeting both organizers, I am keen to continue work with social media.

In combination with my education, my previous experience has polished my writing skills and helped me develop the discipline to produce high quality copy in a deadline-driven environment. As part of the largest campus newspaper at UBC, I wrote feature articles on a weekly basis that focused on critical campus issues. One of my biggest challenges as part of this work was connecting to staff and faculty that were often operating on similar projects in isolation. To overcome this challenge, I used the network of staff and faculty I had established and asked for their guidance to connect with the best person on a given topic. As a result, my own network grew, and I have been able to maintain those new relationships.

As well, while working as a Public Affairs Intern at UBC, I successfully implemented a social media plan to raise awareness of university events for alumni. I wrote regular blog updates and newsletter articles, and maintained a Twitter account to engage and build a conversation with our alumni. We saw a measured increase of readership and a rise in re-tweets of key events and event promotion. Our follower base also grew by over 200 during my internship, and discussions or chats stayed active for days.

I am also very interested in broadening my knowledge of new media with respect to video games and telecommunications. I understand that DigiBC represents some major wireless providers, like Nokia and TELUS, and also creative companies like EA. I am keen to learn more about how those companies have similar interests.

I would enjoy the opportunity to meet with you to discuss my qualifications. I will call you on Tuesday to confirm receipt of my application. Thank you for your consideration.

Sincerely,



Kate Chu