

Ella Zaputil

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To Whom It May Concern:

I am excited to share my background and interests as I pursue opportunities in community-focused organizations. I am a fourth-year student at the University of Iowa, graduating in December with a Bachelor of Business Administration in Business Analytics & Information Systems and a Certificate in Event Management. My experiences working with chambers of commerce and other economic development organizations have fueled my passion for supporting small businesses and helping communities thrive.

In my role as Events and Promotions Coordinator with a local chamber, contributing to the development of a two-year Strategic Plan taught me how to think strategically and plan for long-term community impact. To support this plan, I coordinated high-profile community events, including the Rodeo, Golf Outing, and Downtown District events, collaborating with the Board, committees, and local stakeholders, which strengthened my project management, teamwork, and problem-solving skills. Additionally, managing the organization's communications through social media, newsletters, press releases, and website updates taught me how to advocate for the organization, share its benefits, and tell its story in a way that engages local businesses and residents.

Beyond my chamber experience, I have developed strong skills in marketing and social media management through internships and course work. I have managed communications across multiple platforms, created content strategies, and used analytics tools to broaden exposure and engage diverse audiences. These experiences have strengthened my ability to increase an organization's visibility and connect with the audiences they serve.

As I prepare to graduate this December, I am eager to jump into my career and make an impact as a young professional. I am motivated by opportunities to apply my creativity, organizational skills, and community-minded perspective in roles related to event coordination, marketing, or community engagement. Thank you for your time and consideration. I would welcome the opportunity to connect and discuss how my background and interests align with potential opportunities in your community.

Sincerely,

Ella Zaputil