

Stella (Marie) Wofford

smwofford@gmail.com

864-491-5555

September 6, 2021

Mr. Curtis Jones

Hiring Manager

Spartanburg Sunrise Healthcare

P.O. BOX 1854

Spartanburg, SC 1234

Dr. Mr. Jones:

I am writing to express my interest in the position of marketing coordinator with Spartanburg Sunrise Healthcare posted in Wofford College's recruiting database, Handshake. As an English major with experience coordinating successful promotional campaigns, I have developed qualifications directly related to your needs.

The programs you are developing for community screenings are of great interest to me, and I would like to contribute my skills in assessment and strategic planning to the growth of these efforts. In my current position with Community Service Programs of The Upstate, I evaluate and promote supportive services including Spartanburg South Kitchen and United Way of the Piedmont. As the demand for services increases, I am challenged with implementing effective recruitment strategies while being fiscally responsible. Based on data collected, I designed a social media campaign resulting in a 45 % increase in active volunteers.

Additionally, I also manage the social media account for Wofford College's Career Center. While being a full-time college student, this role requires me to manage time and priorities while also being flexible to meet the demands and needs of the department in a timely manner. When creating a social media strategy for the department, I must also work well to foster and maintain positive relationships with key partners. In all responsibilities, I hold myself accountable, knowing that my role affects services provided to others.

The experiences and examples of initiative highlighted on my resume show my commitment to improving services to the community and individual clients. With skills that match those you require, I am confident that I can offer immediate assistance with your programs and marketing operations. Please feel free to contact me to discuss the possibility of meeting. You may reach me at 864-594-5555 or by e-mail smwofford@gmail.com.

Thank you for your time and consideration.

Sincerely,

Stella M. Wofford

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