

25 College Ave.
Madison, WI

November 2, 2015

Sara Bell
Simple Technologies
15 Park St.
Middleton, WI 53123

Dear Ms. Bell,

I was informed about the full time position as a Digital Marketing Strategist from Jim Dandy, a current employee in your organization and a close family friend. He suggested I apply, as he knows my interest in the Healthcare Industry. I will be graduating from UW-Madison in December and am seeking full time employment in the area.

As a student majoring in Communication Arts and Digital Studies, I am extremely interested in the impact and effects of marketing and persuasive communications. The fact that how we communicate can help a product succeed in the marketplace, the forms of communication that is used, and why consumers make the decisions they do, has always interested me. While working in the Office of Admissions at UW-Madison, I witnessed first hand the immediate impacts of our Facebook account and website and how it drove attendance to upcoming events.

Simple Technologies creates amazing health care devices that save lives. Working for a company that has such an important role in people's health would be quite rewarding. I have the experience managing websites and using WordPress, generating analytics, and working with social media. I also bring my video recording experience and multitude of ideas that will be useful to selling your product.

On a personal note, your product saved the life of my grandfather who was suffering from medical issues. Therefore, working for a company that has played such an important role in my family's life would be very rewarding.

You can contact me at bamadison@wisc.edu, or at (608) 888-8888. I am really excited to speak to you about my skills and abilities and the Digital Marketing Strategist position. Thank you.

Sincerely,

Benjamin Madison

BENJAMIN MADISON

(608) 888-8888, bamadison@wisc.edu
@bmadison, www.bmadison.com

EDUCATION

University of Wisconsin, Madison

Bachelor of Arts, May 2016

Majors: Journalism, Communication Arts, Digital Media Certificate

GPA and Dean's List: 3.8/4.0, Dean's List 6 semesters

DIGITAL MEDIA EXPERIENCE

Brightstar Care, *Digital Content Specialist Intern*, Gurnee, IL, May 2015-August 2015

- Assisted in leading the creation of multimedia content to raise brand awareness and increase consumer engagement
- Managed multiple projects concurrently and met deliverable deadlines
- Collaborated with internal and external resources to update existing content
- Coordinated with other marketing member team members and external partners

UW-Madison Office of Admissions, *Communications Intern*, Madison, WI, September 2014-May 2015

- Updated office website and assisted in the redesign to better communicate to potential students
- Created office Facebook account to post upcoming events and information
- Grew Facebook account to over 5,000 followers and received office award for Best Intern

Humorology, *Social Media Director*, Madison, WI, September 2014-May 2015

- Promoted annual performance and competition through Facebook, Twitter feeds
- Increased social media following by 25% and raised \$5,000 for a charitable organization
- Wrote bi-weekly blog highlighting the progress of the performers and human interest stories

Introduction to Digital Media Production, *BM Website*, Madison, WI, January 2014-May 2014

- Developed and created personal website utilizing HTML and CSS showcasing class assignments
- Incorporated podcast into website to create a 3 minute audio story on winter in Madison

BROADCAST AND TECHNICAL EXPERIENCE

WSUM, *Broadcast Manager*, Madison, WI, September 2015-Present

- Broadcast weekly radio show emphasizing the local music scene in Madison, WI
- Work closely with the technical manager to ensure that the technical equipment is arranged for live band sessions

Othello, *Technical Producer*, Madison, WI, January 2014-March 2014

- Video recorded and edited the production of Othello, the school play
- Responsible for the upkeep and maintenance of the video cameras, lighting and sound equipment

SKILLS

Language: Spanish (Proficient)

Computer: Adobe Premiere, InDesign, WordPress, iMovie, Dreamweaver, Adobe Photoshop, Illustrator, Final Cut Pro, HTML and CSS, Da Vinci Resolve

Healthcare Marketing/Digital Marketing Strategist Intern

Employer: Simple Technologies

Type: Part Time, Internship

Location: Pewaukee, WI

More information: www.simpletechnologies.com

Apply by: Aug 31, 2015

Posted on: August 18, 2015

If you are a self-starter with a passion for coming up with marketing ideas that drive results, a natural ability for finding patterns in statistics, can write persuasively, and enjoy understanding why customers purchase when and what they do then an internship with Simple Technologies to help them bring their Digital Health Cardiac Monitoring Solutions to market could be for you. Simple Technologies is a company with a unique personal heart rhythm monitor that instantly detects atrial fibrillation – the most common arrhythmia affecting over 5+ million patients in the United States. You can learn more about the product and company at <http://www.simpletechnologies.com>.

Things you will do:

- Manage website content & SEO using WordPress
- Edit and update website copy
- Generate reports on web activity using analytics tools
- Prior knowledge of Google Analytics, Moz & HootSuite a plus
- Excel experience required
- Create and generate social content for blogs, Facebook, Twitter, LinkedIn and other sites
- Ability to engage in social spaces a plus
- Write in-depth articles for a variety of technical and non-technical audiences
- Research and organize media lists
- Perform occasional research on medical industry

A few details:

- This is a part time position with an average of 10 hours/week
- It is paid
- It is semester-long but could be renewed for subsequent semesters
- Is flexible in terms of where and when you work. You will not commute to an office but will meet in-person on campus on a weekly basis for status meetings

Qualifications:

- Full-time student
- Willingness to bring forward ideas and thoughts
- Project management skills
- Thorough attention to detail
- Ability to work on a variety of projects at once
- Prior experience with Google Analytics, Moz, HootSuite, Facebook, Twitter, LinkedIn a plus
- Prior experience with Excel, Word
- Able to work independently

Send resume and a letter of interest by August 31, 2015 to sara@simpletechnologies.com to schedule an interview.