

Taylor Rock

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October 30, 2016

Hiring Committee
4600 150th Ave
Nintendo of America
Redmond, WA 98052

Dear Ms. Alfano:

As a marketer who has worked with five clients from a range of disciplines, I am applying for the Social Media Coordinator position. My background in marketing stretches from the academic level – where I was part of two college-sponsored startups in sales and market research positions and graduated with a concentration in marketing – to the professional level, where I served as a marketing intern and cofounded a startup.

I am interested in working with the Nintendo of America team due to a shared belief in equally high product and customer care quality. I have understood Nintendo's dedication to product quality since I was five years old, when I was fixated on our grandparents' television as my dad played through A Link to the Past. The devotion to customer care quality is equally as apparent, with stories of Nintendo's compassion for customers prominent on forums like Reddit's r/Nintendo. I believe I'm a great fit for the team because of a few key qualifications:

- **Fostering a community:** Guided 40 Freshmen through their transition to college. Planned and managed monthly community-building events, mediated when conflicts arose, and acted as a campus resource to enhance the college experience.
- **Strategic Content Creation:** Strong writing skills combined with an ear for tone and audience awareness. Able to adapt style to the format of each social channel.
- **Brand Positioning on each Social Platform:** Leveraged client interviews, conducted focus groups, and analyzed secondary research to find and identify social media habits of customer base. Tailored content strategies across a variety of social channels to increase engagement.
- **Cross-Discipline Experience:** Managed CRM system with over 300 contacts. Prepared client emails and analyzed statistics like Open Rate, Bounce Rate to improve engagement. Led Sales Department that cultivated 15 leads for a college startup.
- **Strong Technical Background:** Web Design college coursework. Built five websites for businesses, three using Squarespace with HTML and CSS customization, and two with Bootstrap foundation. Designed an approved Snapchat Geofilter for hometown using Adobe Photoshop and Illustrator. (Samples Available)

I can't imagine a more exciting time to be a part of Nintendo. Between the announcement of the Nintendo Switch, the pre-sales record set by Pokémon Sun & Moon, and Zelda: Breath of the Wild on the horizon, there's no shortage of marketing material to engage Nintendo's U.S. audience. I am actively planning to relocate to the Redwood City, CA area within the month and require no relocation package assistance. Attached, you'll find my resume with a brief description of my qualifications. I look forward to speaking with you more about the position.

Taylor Rock

Sincerely,

Taylor Rock