

## ROCKSTAR Community Coordinator, at your service!

Hi Launch Academy,

On March 29th, I came across your job posting for Community Coordinator. Since then, I've been excited. Not just about the idea of building relationships and getting to hang out with the coolest people in the startup community, but about the prospect of being a part of an institute that fosters learning, ideas, entrepreneurship, and growth- four things that I consider to be major shapers of who I am today.

I am passionate about a lot of things- food, yoga, reading, more food, and public speaking. But my recent passion (no, obsession) with all things "startup" has triumphed these lately (okay, not the food), and I am hungry to get involved. I've fallen in love with Launch Academy's mission of helping entrepreneurs see their ideas accelerate to life, and I am eager to be a part of your vision in any way that I can.

So, what could I bring to the table?

- **Communications and Relationship-Building** — In working with the Bertolucci Olympic Campaign, I was able to strongly enhance my ability to successfully identify, approach, and maintain relationships with sponsors through cold-calling and marketing Isabella's endeavors to organizations. I spent most of my time approaching prospective businesses, as well as developing the campaign's original social media and newsletter initiatives. Both have not only provided me with a chance to fine-tune my skills in communicating to a wide variety of audiences, but more importantly a greater understanding of the significance of maintaining positive connections with clients in any industry.
- **Event Planning and Organization** — As former Events Director, VP Marketing, and CUS Executive Assistant, I've spent countless hours heading and organizing various large-scale events, retreats, and meetings for upwards of 100 people. I have learned not only the necessity of organization and time management through these projects, but how to effectively on-board and engage students to attend these events by successfully communicating their value and content.
- **Passion, Energy, and a "Get Sh!t Done" Attitude** — Ultimately, I feel as though my self-starter attitude, my passion for entrepreneurship, and my desire to go the extra (five) miles in anything that I do extends far beyond my past endeavors. Social media, blogging, and public speaking are three things with which I'm eager to get involved, and I want to let people know what Launch Academy has to offer.

A.K.A. , I want to Get Sh!t Done.

My exams finish at the end of April, and I can be available as of May 6th, 2013. In the meantime, I would love to chat more about what else I can offer, and can be reached at

my.emailaddress@gmail.com, or via 778-888-1838. Thank you very much for your consideration.

**Joanna Northernson**

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