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Hiring Manager
About Kid Explorer Club Corporation
100 South State Street
Chicago, Illinois 60603

Dear Hiring Manager,

I am writing to apply for the Marketing Strategist position at About Kid Explorer Club Corporation. I discovered this opportunity through Handshake and am eager to contribute my skills and experience to your team.

In my current role as a Social Media Coordinator and former Center Director in the education sector, I have developed strong expertise in designing and implementing effective marketing strategies. I excel in managing social media campaigns, utilizing Google Ads, and overseeing content creation using tools like Canva and Adobe Premiere. My experience with project management systems such as Monday and Asana has enabled me to optimize workflows and deliver results in fast-paced environments.

With a background rooted in customer service within educational settings, I possess a deep understanding of student-centric programs and the importance of creating supportive learning environments. These insights have driven my approach to marketing, emphasizing empathy and strategic engagement to effectively connect with diverse audiences. I am passionate about leveraging my skills to enhance the visibility of the club, attract new families, and communicate its transformative impact on students' academic and personal growth.

Thank you for considering my application. I look forward to discussing how my background and enthusiasm can benefit your company. Please feel free to contact me at your earliest convenience.

Sincerely,

Heather Schlanger