Donna Dawson

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OHSU Human Resources

To OHSU HR Personnel,

I am writing to you today to apply for the open position of senior social media specialist.

I have a bachelor’s degree in graphic design from the University of Alabama – Birmingham. Over the last five years, I have worked as a marketing professional supporting private practice audiologists affiliated with Audigy. I have extensive knowledge of HIPAA and understand the importance of ensuring HIPAA compliance.

I have spent the last three years at Audigy as a digital marketing strategist. I was responsible for creating and implementing a holistic digital marketing strategy. Including, social media account optimization and advertising efforts, including on Facebook, Instagram, and Twitter. As well as, website creation, SEO, paid search, online reputation management, content creation, email marketing, blogging, and local listing optimization for our membership.

Additionally, when I began my undergraduate studies at UAB I was pre-med. I was never good at chemistry; but have always had a geek-like passion for medicine. I know I can help take your social media presence to the next level.

Thank you for your time and for considering me for the position. I have included my resume and will follow up with an email next week to see if I can offer any more information.

Sincerely,

Donna Dawson