

Tori Beth Black

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November 15, 2018

Ms. Meredith Kinsey
Senior VP/COO
25 E. Court St. Suite 100
Greenville, SC 29601

Dear Ms. Kinsey,

I am interested in applying for the Public Relations Director position currently open at FUEL.

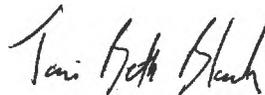
I have a diverse background working in government relations and communications, and I believe that experience would allow me to substantially contribute to your company. During my time working for the Lieutenant Governor's official office, his campaign for governor, and for the United States Congress, I have regularly developed and executed communication strategies as well as served as the primary spokesperson for my employers to media outlets. I have years of experience in planning and executing media and promotional appearances and official fundraising events. Furthermore, I have helped create and manage the websites and social media accounts of my employers, while developing the content and graphics for all of the platforms.

The time I have spent in government positions has also given me valuable experience in writing and producing press releases and other written and visual pieces, including campaign commercials for television and social media use. I have also discovered first-hand the importance of a great working relationship with media, whether that be in pitching story ideas to them or in working with them to correct or change information already published about my employers. While working in Washington D.C. especially, I also developed skills in crisis communications and the ability to exercise quick, concise actions when needed.

I look forward to learning more about this opportunity and sharing how my background would allow me to contribute to your company.

Thank you for your time and consideration.

Sincerely,



Tori Beth Black