To Whom It May Concern:

As a proud Carleton University Journalism alumnus, I have experienced first-hand how the university has enriched the lives of many students and contributed to the Ottawa community. As a prestigious Canadian academic institution, I applaud the university’s ability to consistently demonstrate its innovative learning practices and the building of an environment well adapted to the needs of the 21st century student. Preserving Carleton’s brand through its relations with alumni is paramount for supporting the university’s mission, securing funding, creating a sense of community among alumni and promoting graduates’ success. I sincerely hope that, as you read through my application, you will agree that I am an ideal candidate for this Alumni and Donor Relations Officer (Events) role.

To date, my work experience has revolved entirely around writing, editing, events and project/production management, as well as strategic marketing and communications. Armed with my Carleton degree, I possess the knowledge and skills necessary to grow and thrive in the dynamic, fast-paced and people-oriented field such as university advancement and alumni relations. At Carleton, I was also President of the Journalism Society, where I first began organizing events for students (lectures by guest journalists, career fairs and networking functions), as well as year-end formal events for grads.

Currently I work as a freelance journalist, writing international feature stories for Ottawa Life Magazine, Air Canada’s enRoute magazine and EF Magazine. The range of subjects I have written about is broad, including education for Ugandan women, the Arctic’s melting sea ice and a series on both Ottawa school boards. I have a strong understanding of the editorial production process and what is involved in producing a high quality publication like the Carleton University Magazine.

Prior to my freelance roles, I was a Project Manager and Writer/Editor at Ascribe Marketing Communications Inc. Primarily responsible for managing projects and liaising with clients, I also wrote, edited and designed corporate and marketing documents such as business strategies, annual reports, brochures, posters and integrated digital campaigns. For a variety of clients, I coordinated events including conferences, regional consultations and marketing campaign launches. This involved securing high-profile speakers, coordinating logistics, performing marketing activities and liaising with speakers and participants. My excellent judgment, creative problem solving and strong analytical skills were key to delivering products to clients within tight timelines.

Before my time at Ascribe, I was Director of Operations and Associate Editor at Ottawa Life Magazine. Responsible for the ‘heart and soul’ of the publication, I managed most of the editorial process and its staff and freelance journalists. I assigned stories to them, ensured content was well researched and targeted, and then performed final editorial and layout duties. This not only refined my ability to liaise with journalists, but further developed my excellent organizational and multi-tasking abilities. I also led its various social media campaigns, increased its website visitors, promoted interaction with readers and attracted new advertising clients. Every issue was celebrated with a launch party, which I was responsible for coordinating. This involved developing contract agreements with hotels and suppliers, conducting set-up and tear-down, ensuring technical and logistical requirements were met for the speeches, bands and presentations. The events also featured fundraising booths and draws for donated prizes.

While at Carleton, I was passionate about the student experience. This was demonstrated through my fourth-year role as a Telecounselor at the Undergraduate Recruitment Office, where I translated my enthusiasm for Carleton’s excellence and culture into assistance for prospective students. In this work, I helped these students prepare their applications, select relevant courses and understand what to expect in first year. This work also gave me early experience promoting Carleton and representing the institution to an outside audience.

I firmly believe that my education, experience and interests render me a choice candidate for this role with Carleton University. I understand the financial and promotional challenges universities face, and how creative and well-managed outreach and events can help overcome them. Given the opportunity, I would look forward to speaking with you in person.

Many thanks for your time and consideration,

Kimberly Lochhead

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