

Cailey  
GULINSON

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602.689.9582

Dear Alliance for Inclusive and Multicultural Marketing,

When I was seven years old, I wanted to be a cat. Now, I'm a dog person. It's safe to say that I am not afraid of change. Throughout my life, I have been fortunate to travel and learn about cultures that are very different from my own. From these experiences, I have developed a strong passion for celebrating the beautiful differences that exist in our world through storytelling.

As a current senior Public Relations + Advertising and Business Marketing major at Chapman University, I am extremely interested in pursuing marketing and advertising opportunities after graduation in May 2019 that will continue to grow my knowledge of multicultural communities. My experience and involvement, particularly from my internship at IW Group, have helped me develop important qualities in the process of developing an idea from start to finish. Additionally, I excel at:

- Designing unique branding elements through graphic design
- Creating and implementing social media content calendars
- Researching potential clients, pitching to media, and creating influencer lists
- Brainstorming ideas to define key branding elements

In addition to my experience, I have a solid educational foundation and continue to learn new skills each day. My proudest achievement is an extensive entertainment marketing plan that I created independently for a student thesis film. My passion for storytelling stems from my love of art and photography, and by pursuing the advertising and marketing career fields, I am able to demonstrate my creativity through effective content.

Personally, I believe that celebrating all cultures, genders, religions, and differences while representing individuals equally is what will guide us to overall clarity and a united front. Throughout my career, I plan to implement this belief with respect and dedication.

Please review my attached resume for additional details regarding my application. If you need any additional information, please contact me at (602) 689-9582 or caileygulinson@gmail.com. Thank you for your time and consideration.

Sincerely,

Cailey Gulinson