

Kritika Lalwani

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Dear Recruiter,

Re: Co-Op, Corporate Communication,

I would like to take this moment to introduce myself as a Thompson Rivers University Post-Baccalaureate Marketing student with four years of experience in the field. I am writing to you today with excitement as I came across this posting. I have been following Destination Greater Victoria on Instagram for a while now and have been saving their posts for my upcoming trip to Victoria.

Having worked in several environments that prioritize customer satisfaction and sustainability, I can relate to the core beliefs of Destination Greater Victoria. Team collaboration and personal development resonate with me deeply, as I have experienced their importance during my four-year journey at EKCS. Learning and growing not only individually but also as a team has been a significant aspect of my professional development.

During the peak of COVID-19, I joined EKCS, navigating the complexities of working in a professional setup for the first time. Working at EKCS for four years helped me realize that I am a dedicated employee. The sudden shift to remote work presented its own challenges, including tech and communication issues, requiring me to adapt quickly and learn independently, such as mastering the basics of HTML to design pitch landing pages.

As a manager, I acted as a bridge between the Vice President and other stakeholders such as brand designers. This role significantly improved my communication skills and enhanced my collaboration and leadership abilities. Working as a social media manager, I learned to collaborate effectively and manage high-pressure situations.

My internship at The Times of India had also reinforced my ability to meet deadlines. Reporting and editing articles in real-time with my team instilled a strong sense of urgency and precision, as news must always be timely and accurate. Additionally, my volunteer experience as a Delhi Times reporter involved interviewing guests, reporting

their views and opinions, and covering events. This experience has honed my skills in writing and marketing, making me a suitable candidate for this position.

I believe my background and experience would make me a strong addition to your team at Destination Greater Victoria. Thank you kindly for considering me as a candidate. I wish to have the opportunity to discuss how better I can contribute to the incredible success your team has had at Destination Greater Victoria. If you have any questions or require any further clarifications, please don't hesitate to reach me!

Sincerely,
Kritika Lalwani