

Dear Hiring Manager,

Ever since my very first job, at age 11, delivering newspapers in my community, I've been focused on strategy. Hauling several hundred daily papers up and down city blocks was no small task for a young kid, but with a little ingenuity, my trusty Schwinn, and my mom's grocery cart, those papers were delivered on time, rain or shine. As I've grown professionally, I've taken that strategic thinking to new levels. From forging an early PR career through cold-calling agencies to land subcontracted accounts with top brands and organizations to keeping multiple companies afloat with new revenue-generating initiatives during the pandemic that caused many of their competitors to close shop or cut staff, I always have a plan ready to proactively stay ahead of trends and needs.

I was excited to see your job posting because the role calls for a candidate with a strong strategic mindset. Looking over the position description, I can envision applying much of the experience I've had towards successfully meeting the goals of this role. I specialize in building publicity awareness and comprehensive strategic integrated marketing programs that have led to my clients' and organizations' most profitable fiscal years. Some of my recent growth strategies have included developing unique partnership initiatives with external brands and CSR programs with nonprofits, staging digital influencer events to drive social engagements, hosting virtual media tours to build awareness campaigns, facilitating revenue-producing licensed partnerships between external brands, negotiating special affiliate programs for media conglomerates to turn media coverage into profit-yielding opportunities, and instituting visual storytelling to increase engagement and emotional brand connections. Additionally, I'm highly experienced in leading national, regional, and global press campaigns; producing engaging content for internal and external publication; writing and developing thought leadership content for executive leadership teams; developing targeted social media and influencer campaigns; creating strategic digital and in-person consumer events for product launches; creating panelist opportunities for conferences and trade shows; developing collaborative partnership opportunities with brands and organizations; securing and negotiating media ad buys and advertising sponsorship opportunities at well-below-market prices; negotiating brand licensing opportunities; advising on design and brand narrative; and managing key marketing leadership functions.

I value the opportunity to lead a team and department. I never cease to learn from those I manage and have a highly collaborative work style that encourages my teams to be thoughtful and impactful contributors. As a leader, I employ an active gratitude style of management with the aim of building up and valuing those I manage so that they feel appreciated and can work to their greatest potential. My team never works *for* me, they work *with* me to achieve and exceed our goals.

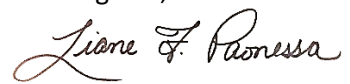
I welcome the opportunity to connect with you to discuss your team's vision for this role. My resume is attached for your review, and you can also view my LinkedIn profile, <https://linkedin.com/in/lianepaonessa>, for more information.

My portfolio of writing samples, media clippings, and partnership collaborations can provide additional insight into my work:

<https://docs.google.com/document/d/0B9d58cFnhztyMmlETkwyaxNIMFVuWEVku3VZTFFKtjZPWHpr/edit?usp=sharing&ouid=118221167626107119519&resourcekey=0-DlxUWLWQVq4dEqHcvGKk4g&rtpof=true&sd=true>.

Thanks so much for your time.

Best regards,

A handwritten signature in black ink, reading "Liane F. Paonessa". The script is fluid and cursive, with the first name "Liane" and last name "Paonessa" clearly legible, and "F." as a middle initial.

Liane Paonessa

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