
Olivia Grace Barnes

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Coral Reef Alliance,

As a communications professional with over five years of experience in storytelling and content creation, I am excited to apply for the Content Marketing Manager position. Here you'll find a custom pitch on why I would be best suited for this role: [custom pitch](#).

I have been passionate about protecting the ocean since childhood and have worked in marine conservation for over 2.5 years. I am also a self-directed learner and have excellent communication, creative strategy, and time and project management skills.

My most recent project that required my storytelling and content creation skills was when I managed and produced a campaign featuring interviews with ocean champions from around the world, exploring their personal perspectives on ocean conservation. This campaign has generated over 1.5 million views, strengthening public engagement of marine protection initiatives and elevating global voices.

Another example of my project management and organizational skills was when I created social media posts for 7 different programs for World Ocean Day, leveraging my project management and organizational skills by coordinating multiple deliverables, managing feedback, and ensuring all posts were completed and delivered on schedule. I also have extensive design experience, including rebranding and redesigning 4 program websites and creating billboards in Samoa to boost awareness of local ocean conservation initiatives.

I am a self-starter, constantly pushing myself to grow my expertise, and eager to provide value. Given my proven skills in communication, content creation, storytelling, and video editing, I know that I would be a great asset to the Coral Reef Alliance and a contributor to its success. I look forward to hearing from you soon about serving at the Coral Reef Alliance!

Thank you so much for your time and consideration.

Sincerely,

Olivia Grace Barnes