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Dear Hiring Manager:

I am writing in response to the exciting opportunity to work for your organization that was recently brought to my attention. Rather than offering you a list of qualifications, strategically placed as eloquent sentences, I want to take a different approach. One that certainly includes my qualifications but communicates the personality and passion which such lists lack.

When I was seven years old I knew what I wanted to do when I grew up. I wanted to save the rain forest. I shared this dream with my teacher. He smiled and told me that wasn't realistic. Instead of arguing, I decided to pick up a pencil, write and illustrate a story about this dream. Even at seven years old I knew that dreaming wasn't enough—I needed to find a way to share that dream with others, to make it a reality. A different reality, as it turns out, achievable through idealism, human communication, failure, and the grace, integrity, and determination we all so imperfectly represent.

The lessons of a child's dream sent me down innumerable paths that have taught me that when your ideas are dismissed, not only do you have to stand up, you have to stand strong. I learned that communication – in all forms – conveys a perspective about what is real, what is acceptable, how things ought to be for some and how things ought to be for others. I became acutely aware of the power of language and interaction—a power through which communication mirrors, builds, sustains and even transforms who people are and how they view a diverse world.

I later went on to get my Bachelor of Science degree in Public Relations. This experience gave me the opportunity to expand my knowledge of the technical, theoretical and creative skills necessary to put my dreams into action. I worked as the team leader for various marketing campaigns that involved the research, design, implementation and evaluation of explicit goals and objectives as requested by clients. Spearheading these projects provided insight into the amount of patience, perseverance and accountability necessary to be a leader as well as a team member. Furthermore, through all of my experiences, I learned that a leader's journey - whether you are speaking to a colleague or a prospective client - isn't about a single individual. It's about everyone involved, working together, to create a better moment; a better outcome; a better world

I have always valued what it means to gain knowledge, whether it be in a classroom or professional setting. In fact, I value education so much so that I chose a path leading to graduate school. While pursuing my Master of Arts in Communication Studies, I had the opportunity to teach as the instructor of record for public speaking and concepts of communication and journalism courses. Prior to doing so, I spent two semesters shadowing other professors in their teaching practice. Through this teaching experience, I developed strong communication and organizational skills and learned the importance of tailoring messages to diverse audiences to promote learning and understanding. More importantly, I cultivated a strong desire to help students recognize their own self-worth and to put aside their fears in search of what they've been told is impossible. I also worked as a research assistant under the direction of my graduate program officer. Various projects included editing web page content, conducting extensive pedagogical research that was ultimately published, and designed materials for departmental public relations outreach. As a communication consultant for Auburn's Student-Athlete Support Services, I worked to create and implement a training program for new tutors learning to manage difficult interpersonal communicative situations. This role was informed, largely, by my own experience as a tutor for student-athletes.

One of the most difficult and personally rewarding projects I worked on was my thesis for graduate school. My research explored identity challenges and dilemmas that tutors and students face during peer tutoring

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sessions. I explored the interaction, seeking to describe interaction problems that show how the dilemmas of face-to-face communication are played out. Studying the discourse of peer tutoring allows a glimpse into the ways everyday talk both reinforce and contradict institutional identities and understanding. As a discourse analysis, this study was an inductive endeavor. In such an endeavor, participants revealed challenges in naturally occurring interactions. I examined and reconstructed these challenges by analyzing not just what participants said, but how they said it and what the implications for the interaction were. Studying this discourse allowed me to understand one participant's utterance with respect to the other participants' – to understand how these utterances functioned within a dilemmatic framework. In short, I sought to understand how dilemmas are revealed in talk by reconstructing discursive practices. I explored inherent problems of interaction, reconstruct communicative practices, and perhaps offer a practical roadmap for organizations in general to better understand and overcome difficult communicative situations. The year-long result is 108 pages, published and available online for the public.

So here I stand, today, recently departing my position as the Executive Assistant to the President and CEO of Savannah Bee Company, where I worked for over three years. I organized and managed his personal finances & schedule, managed a four-person customer experience team, handled all US Customs imports (liaison between SBC, FDA, USDA, CBP), managed cash flow for all honey costs projections v. purchases for the year which contributed to over \$4 million in sales with a 52% margin. I represented the company and their not-for-profit as the keynote speaker at events (25 - 300+ attendees). I wrote all copy for product packaging/marketing collateral, approved all final graphic design elements with the CEO/President. As the company honey broker for major wholesale accounts, I worked with vendors purchasing upwards of \$4,000 in raw honey product to make their own business use (e.g., breweries, distilleries, bakeries). I not only made the sales, I cultivated the lasting relationships through face-to-face communication and holding steadfast to the ideal that people come before profit. Every vendor successfully agreed to exclusivity and lasting, mutually-beneficial relationships (over 8 accounts). Further, I handled all retail alcohol and business licensing, legal matters, and trademarking duties. I could go on and on, but I know it's about time for a coffee break, so I will leave you with this personal revelation through my experiences:

We all have inherent worthiness to the world. My dream is that we may live with a passionate love for society's seen and unseen, without any sense of eliteness or difference. I believe we are all born to become accomplished, even if unconscious, projectors of new beginnings in vastness possibility. I am but a product of a journey taken with those who took a chance on me. I recognize that I may not have the exact experience you're looking for, but what I lack in titles, I make up for in my passion and determination. I've learned to never promise perfection, but I can promise you this—I will approach every experience with positivity, eagerness, and a learning spirit. For, life has taught me that we should never expect what we have not earned. There will certainly come a time when I fail—but know that I am capable, I am worthy, and I do not quit. Rather than accepting "you can't" as a child, I made myself seen; heard; understood.

Saving the rain forest was my first dream and will always be the most beautiful of them all. It is through the lens of my childhood that I turn an eye to the simple, the beautiful, and the unconventional communicative acts that give people hope where there once was none. Perhaps, together, we may give extraordinary voice to what may seem to others, an ordinary world. No matter the job, the task, the outcome - let's make this world a little better.

I thank you for your time and consideration.

Respectfully,

Julianna M. Rabeler