

# Kevin Petty

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**15 March 2017**

Libbey Patton  
Director of Tourism  
Clear Lake Area Chamber of Commerce  
205 Main Ave  
Clear Lake, IA 50428

**Dear Libbey Patton:**

My name is Kevin Petty and I am applying for the open Communications Coordinator position with the Clear Lake Area Chamber of Commerce.

In your job posting you said you were looking for someone with rock star writing skills who would be an asset to your Chamber/Tourism team. After looking deeper into what the job would entail, it became clearer and clearer that you were looking for...me. :)

I have the technology and marketing skills you are seeking. I have handled social media, email, and text message marketing campaigns for my company WebWise Solutions and our clients. I am skilled at web design. If you would like some examples of my work, I'd like to direct you to two of the projects I worked on: [clearlakeiowa.com](http://clearlakeiowa.com) and [travelnorthiowa.com](http://travelnorthiowa.com).

I worked in media for most of my adult life. I know how to speak their language and help construct stories and information in a way they and the public will understand and appreciate. I also understand how to condense information into a message that the media and the public can better follow. I have been a professionally trained and paid photographer in my media life. The pictures I take for social media and other needs in this position will look professional.

For the better part of the last two decades I have been conducting one kind of interview or another and have developed very strong communications skills. I worked in an environment where things changed moment by moment. and flexibility was a necessity.

I understand the importance of community and how to cultivate contacts in a way I feel would be a great asset to your organization.

**Thank you for your time and consideration,**

**Kevin Petty**