

Benjamin Brazil
July 13, 2023

Dear Louie Rodriguez,

As an award-winning *Los Angeles Times* writer and experienced digital editor with a passion for producing and promoting high-impact content, I believe I am a strong match for the role of Storyteller and Manager of Marketing and Communications at UC Riverside. I would use my media expertise, higher education marketing experience and unique skillset in multichannel content creation to develop and execute a communications strategy that increases the visibility of initiatives and efforts by the Division of Undergraduate Education.

I have researched, pitched, developed and promoted hundreds of news and feature stories on high-visibility topics while working in a deadline-oriented industry. I've always used my writing skills to break down complex topics into clear, accurate and compelling stories that appeal to target audiences and improve consumer engagement. I know firsthand how important collaboration is to achieving good results and I have regularly provided crucial guidance to colleagues while effectively managing special projects. As a digital editor at the *LA Times*, I edited and managed content across multiple channels, including articles, the company's website, headlines, social media posts and email and phone alerts. I ensured that content and the design were clear and engaging to appeal to the widest possible audience in the US, and beyond.

Before moving into an editor role, I worked as a writer at the *LA Times*, identifying and developing content and storytelling opportunities on a diverse array of beats including higher education, research, business, technology, health, culture, politics and social issues. While doing this work, I routinely juggled multiple assignments at a time. In addition to writing for the public, I've developed a keen ability to produce communications materials for students, alumni, faculty and corporate partners through my marketing work with the University of California, Irvine. I understand how to produce targeted promotional content to fulfill strategic objectives at a major university.

On a more personal note, I'm very passionate about higher education and would be thrilled to play a crucial role in growing the reach of UC Riverside. Having attended UC Berkeley and worked with the UC system, I would love to amplify the important work of a top public university as it strives to cultivate a meaningful experience for students. I look forward to speaking with you about this opportunity. Thank you very much for your consideration.

Sincerely,

Benjamin Brazil