



IRISA CHARLES

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To whom it may concern:

I am a recent graduate of Cal Poly Pomona where I earned a Bachelor's Degree in Psychology with a minor Marketing Management. I would like to share with you how I discovered my passion for social media marketing.

It wasn't until my fourth year of college that I discovered managing social media could be a career for me. It all happened when I was in a department program called the Psychology and Sociology Peer Mentors. I managed the Twitter account, created and launched a website, created promotional materials with the other members, and held office hours for my fellow students in the department. Furthermore, I became involved in the Market Research Club and The Social Influence Research Lab. During my last summer break, I created and launched my own website and started freelancing as a web designer. It was really exciting for me to see the interconnections of marketing and psychology across classes, club meetings, and through experimental research. I was even granted the opportunity to work in a team and develop a marketing plan for a small business.

I believe I can make a valuable contribution to your marketing team and would appreciate the opportunity to talk with you.

Sincerely,

Irisa Charles