

Griffith Waller
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Cover Letter – Griffith Waller

I want stay in the State of Alabama to continue building, learning and achieving new milestones in my public relations career with an agency, or organization, conducive to creative, driver and savvy young professionals. The ideal workplace would enable me to combine my public relations and political experience. Due to my award-winning background, education and experiences, I believe I would be an immediate asset to any agency.

Although I am young, I gained solid experience as a media relations associate for a national pilot campaign and several stints as an intern. In these positions, I honed my craft, learning to balance traditional public relations tactics with the infinite engagement possibilities enabled by social media. My experience ranges from work with government and non-profit entities, to corporate agencies, to grassroots campaigns. Relying on my strengths, including writing, leadership and creativity, I excelled in the University of Alabama's top-ranked public relations program. The Capstone Agency, UA's student-run firm, selected me to implement a pilot campaign testing for national launch. This campaign won a PRCA Medallion award, a Silver Anvil Award of Excellence and more than 15 Addy awards. In addition, I served as PR spokesperson for the 2010 Pray for the Gulf Initiative, where I coordinated efforts and contacted national media outlets, including FOX News, generating publicity for the event. After graduation, I complemented my education by completing an internship with GolinHarris' Dallas office. Due to these and other experiences, I possess turn-key public relations skills, including:

- Drafting and editing releases;
- Newsletter and brochure design;
- Campaign strategy and implementation;
- Pitching and media outreach;
- Strong social media background and digital experience;
- Desktop design;
- Technical, long-form and feature writing;
- Event planning.

I would love to discuss how my experience, expertise and abilities could benefit your organization. I can be reached at (334) 782-0237 or by [email](mailto:griffithwaller@gmail.com) for any follow-up. Thank you for your time and consideration.

Regards,

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