



# MICAH MATTHIAS

**Dear Members of the Search Committee,**

I am writing to express my interest in the Assistant Director of Marketing & Communications position within the University Recreation & Wellbeing. Having over seven years of experience in marketing and communications roles, I am excited about the opportunity to contribute to your team and help build a movement of healthy habits throughout campus. In my current role as an Assistant Art Director, I have successfully developed and implemented marketing strategies that aligned with organizational objectives, similar to the responsibilities outlined for the Assistant Director position. I have a proven record of leading teams, managing complex projects, and fostering relationships both within my department and across different divisions. One present example is my ongoing communication and collaboration with a leading oil and gas industry giant, Shell. I work with Shell executives and staff to develop and execute successful marketing strategies. During this process I design both independently and collaboratively, receiving client feedback and effectively relaying this feedback to my own team members to execute creative and engaging outcomes. These experiences have equipped me with the skills necessary to excel in a fast-paced and dynamic environment like those at the University of Wisconsin-Madison.

An aspect of the job role that resonates strongly with me is the opportunity to serve in an area that focuses on well-being. I look forward for the opportunity to move the University Recreation & Wellbeing forward by conceptualizing and delivering creative concepts that effectively communicate ideas and engage audiences. Additionally, my experience in art direction, team collaboration, and enforcing brand standards aligns strongly with the responsibilities outlined for the position. Furthermore, my values align with the University Recreation & Wellbeing's commitment to diversity and inclusion, as well as, its mission to create a welcoming and inclusive community for all members. I am thrilled by the chance to contribute to this mission and help build a movement of healthy habits on campus.

I am confident that my combination of skills, experience, and passion make me a strong candidate for the Assistant Director of Marketing & Communications position. I am eager to further discuss how I can contribute to the success of your team and help achieve your vision for promoting health and well-being at the University of Wisconsin-Madison. Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you further. Please feel free to contact me at 1 (515) 509-5936 or via email at [micahofmatthias@gmail.com](mailto:micahofmatthias@gmail.com) to schedule an interview.

**Sincerely,  
Micah Matthias**