



## Evan Cloutier

Content & Digital Marketer

To:

The NHL Hiring Team

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Dear NHL Hiring Team,

As a senior college student who's graduating soon, I'm reaching out to express interest in your job opening as a brand marketer and coordinator. The experience I have paired with my constant will and desire to learn more and be better than who I was yesterday, I believe would make me a valuable asset to the NHL organization.

After studying and working on projects and content related to all types of marketing I have the ability to be a generalist and specialist in marketing discourses enabling me to be agile. With knowledge in content creation, digital marketing, sports marketing, innovation, search engine optimization, UX/ UI design, and integrated marketing communications I have been able to brand and seek to gain more visibility as myself as a marketer. Additionally, I work well independently or with a team and excel in communication with a team. Other skills of mine include:

- Critical and Analytical Thinking
- Content Creation
- Website Creation
- Creativity
- Willingness to Learn

In addition to these skills, my passion includes anything that creates fandoms and relationship through experiences such as sports or movies which is further why I believe I would be a great fit here.

Attached is my application, if interested please look at my skills and qualifications on my resume. If there are any questions you have for me please let me know.

Thank you,  
Evan Cloutier

# Cloutier