



Alana Lynch

Journalism and Mass Communications Student

P: 240-579-1646

atlynch2@asu.edu

Dear Hiring Manager,

As a third-year student at Arizona State University, pursuing a BA in Journalism and Mass Communications with plans to earn my Master's in Communications, I am deeply passionate about using storytelling to connect people, drive change and share diverse perspectives. With experience in writing, broadcasting, social media and multimedia production, I am eager to contribute my skills and passion to your team.

As a dedicated member of the Walter Cronkite School of Journalism and Mass Communications, I have cultivated a strong foundation in journalism, public relations and digital media. I currently serve as the Internal Vice President and former Social Media Director of the National Association of Black Journalists at ASU, where I've developed leadership skills and a deep commitment to amplifying underrepresented voices. Additionally, I'm the External Vice President for The FlareTV, a student-led organization that focuses on culture, sports and broadcast. I have also honed my journalistic skills as a freelance writer for The State Press, covering a wide range of topics including arts, fashion, music, community events and culture and as a reporter for Blaze Radio, where I've gained valuable experience in radio and broadcasting.

I have taken classes such as grammar for journalists, writing and reporting, multimedia, writing for public relations, photojournalism research for public relations and more to help develop my skills as a communicator and I am determined to showcase those skills in a professional setting. I am currently doing my capstone with the ASU Cronkite Agency Public Relations Lab as a Public Relation Specialist for the Fiesta Bowl Foundation, where I am gaining hands-on experience through my multimedia work for my client.

This past summer, I was an assistant for the Reynolds Center for Business Journalism during the summer. During my time there, I wrote various articles, in which one of my articles were Top 10 best performing on the organization's website for three consecutive weeks. I also assisted with social media creation and scheduling for the organization's social media platforms. As well as, monitoring the organization's website SEO. I was also an intern for The Varsity Sports Show, as a broadcaster and producer for their radio show and digital platforms. During my time there, I produced and developed various segments weekly that focused on sports, art and culture through the tool Adobe. Previously, I have interned as a Multimedia Specialist with the Arizona School Board Association, where I applied my skills in photo and video journalism, digital content creation and social media strategy to support educational initiatives and engage with the local community. My proficiency with ClickDimensions, Canva, Hootsuite allows me to produce compelling multimedia content that resonates with their members across various platforms.

I am always looking for opportunities to continue learning, grow my expertise and expand my professional network. I thrive in fast-paced, creative environments and I'm excited about the chance to contribute with my skills, enthusiasm and strong work ethic. I'm confident that my

unique blend of experience, leadership and communication expertise would make me an asset to your team.

Thank you for considering my application. Please feel free to contact me at 240-579-1646 or via email at atlynch2@asu.edu.

Sincerely,

Alana Lynch (She/Her)

First Generation Student

Director of Social Media | National Association of Black Journalists

Secretary | The Flare TV at ASU

Communications Intern | Arizona School Boards Association

Walter Cronkite School of Journalism and Mass Communication

<https://www.theflaretvatasu.com/>