

AELEA SEMENOWICH

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Dear Lea,

I am writing to you today in hopes of gaining both a position on the marketing team with Holy Yoga and a trade of services for the Holy Yoga Masters program, beginning on January 14th, 2019.

I want to start this letter with a brief note on my time becoming an instructor with Holy Yoga. When my career as a professional baker was still at its peak, I found myself drawn to yoga and seeking a place to take my instructor training. An acquaintance suggested Holy Yoga, and aside from some basic research, I never thought much else of it. Fast-forward a couple of years to receiving my Life Coach certification and the dream to use yoga and coaching to impact Christian women was placed on my heart. This was a path I knew God was calling me to walk and when the timing was His, He brought Holy Yoga back into my life. I signed up for the 225-hour training this past fall and as all of my best-laid plans to cover the finances failed, I placed my trust in God and still signed up. Taking the Holy Yoga training has been the most transformative experience of my life and I know God is going to use the modality of Yoga to further His kingdom.

I am a firm believer that each step leads to another, and that all acquired skills can find their usefulness across multiple platforms and through many exciting adventures. I can honestly say I never thought I'd find myself doing marketing in the manner I am now, but when I reflect on my life, it is easy to see how it is now an area I shine in.

When I look back at a varied career history, from retail management where exceeding daily sales goals was an added perk to visual merchandising and seeing a customer finally feel confident in their new pair of jeans, to a fellowship program with an anti-human trafficking non-profit that helped me define my personal brand as an individual passionate about open source activism, I can see how God was moving to equip me with the skills I would need to continually take one step further on the path He is revealing. I don't know where this path will lead but I know where He leads I will follow.

The day I clearly heard God say, 'You should quit your job' regarding my position as Head Baker at a popular bakery, I slightly questioned His direction. The questioning ended when Noella, my current boss at WellCurated Creative Agency, offered me a job over Instagram just two days later. Her proposal was for a job at her creative marketing agency doing social media management and some copywriting for the WellCurated Creative Agency brand. A year and a half later I have become an integral part of the WellCurated Creative Agency team with a roster of happy clients who I have the honour to serve each day. As the staff copywriter for WellCurated Creative Agency, I have the incredible opportunity to work with a number of our clients to write the words that will bring their brand to life. Seamlessly transitioning from each unique client voice into the other is a skill I use for not only writing copy for blogs, course materials, websites and newsletters but also for social media management. While I started at WellCurated Creative Agency mostly for social media management, showcasing my draw to visually appealing aesthetics and an eye for strong brand cohesiveness, it is my copywriting abilities that have made me an indispensable employee. Clients trust that they can hand over projects they are passionate about to someone who genuinely cares for their work and will manifest their vision in ways more robust than they could have imagined.

Working one-on-one with clients to create full marketing strategies, including social media and newsletter campaigns, blogging, and continued brand awareness comes naturally to me and seeing the resulting success is always encouraging to both myself and the client. Being able to implement the same skills I use at WellCurated Creative Agency in a new position as Marketing and Communications Assistant at the bakery where I once held the title of Head Baker is a wonderful testament to a company that understands how skills can be transferable and growth within a company isn't linear. I can see how this work in marketing strategy was influenced by my prior radio-broadcasting career as a Promotions Coordinator and how I was able to use these skills to develop my own personal brand.

What it comes down to is this; I believe God gives us each unique gifts and abilities as He prepares us to do His work in the world. I truly believe part of my purpose in life is to serve others and help them realize their God-given potential to be a catalyst for positive change in the world. With each opportunity, I can clearly see this thread woven in the tapestry of my life all starting with God as the one who wants to see more people find Him through how we, as Christ-followers, serve those we have the honour to work with. In the world of marketing, we have the opportunity to grow the brands we work with to their fullest potential. I believe in the mission of Holy Yoga to spread the gospel throughout the world through the modality of yoga and I believe my skills and passion for the mission will be an asset to seeing Holy Yoga continue on their path to building Christ-centered communities across the globe.

Please see the following resume, portfolio and references to support this letter.

Thank you so much for your time and consideration and I look forward to hearing from you soon.

Sincerely, Aelea Semenowich