

February 14th, 2025

Andrew Tobisch  
Communications Director  
Schreiber Foods  
400 North Washington Street  
Green Bay, WI 54301

Dear Mr. Tobisch:

**Subject: Application for Communications Manager Position**

This letter highlights my interest in communications and project management and my abilities relating to Schreiber Foods.

As a double major in Business Administration (Marketing) and English, I have been well prepared to meet the expectations of this position. Additionally, my experience at Schreiber Foods as an Innovation Intern has awarded me the opportunity to gain insight into a wide range of areas of the business such as R&D, Insights, and Finance.

During my time with the Innovation team, I have assisted in facilitating 5 sprints, showcasing my organizational skills and ability to work well with various groups of people in high-stress situations. In addition to sprint support, I successfully designed the team's SharePoint site, utilizing it as a tool for organization as well as communication of Innovation principles. I have recently taken over the team's monthly newsletter, redesigning it to become "What's New With Innovation?" I now draft, design, and publish said newsletter while also tracking key metrics such as open rates and contact growth.

Beyond my role at Schreiber, I acted as President and Producer of my college's student-led theatre organization, Knight Theatre. In this role, I managed a team of 14 people across three boards (Executive, Director, and Designer). I also ran all social media accounts during the month of January, designing new graphics to elevate our content using Canva. During performances, I acted as House Manager, successfully facilitating ticket sales of over 60% capacity at each performance.

My background in event management, broad communication skills, and organizational excellence make me a viable candidate for this position.

I can be reached at the email address and phone number below. Attached is my resume. I am available any time for an interview. I look forward to hearing from you soon. Thank you for your time!

Sincerely,  
*Fiona Laffey*  
Fiona Laffey  
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