

Wolfgang von Nostitz

Apt. 511 – 1855 W.15th Avenue
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Samantha Singh
Human Resources Recruiter
Vancouver School Board
1580 West Broadway
Vancouver, BC V6J 5K8

June 25, 2011

Dear Ms. Singh:

I was very excited when I learned the School Board was looking for a public affairs and media specialist. After speaking with the School Board Chair Jane Smith about the position, I believe my experience, skills and energy are exactly what you are looking for. More importantly, I believe that I'm the type of collaborator that will take your organization to the next level: a communicator capable of telling your stories and growing the district's positive reputation in the community by leveraging both traditional and new media. I was so excited about this position, that I created a short YouTube highlighting my vision for a future School Board communications strategy. You can watch the video by [clicking here](#).

Your key organizational priorities are to engage students, create inclusive schools and communities, connect with families and inspire the district's educational partners. There is so much potential to do this by showcasing the countless amazing stories embedded throughout the district. These could include the successes of your students, the creativity of your teachers, the new technologies in your schools and the commitment of your district's parents. You have an opportunity to re-engage and excite district stakeholders by reminding them just how fortunate they are to be involved with the VSB. To do this effectively, you need someone who knows how to find your stories and tell them effectively to the world – once you have that, the sky is the limit. I have both the skills and experience to be your storyteller.

After completing an MA in History at UBC and a Broadcast Journalism degree at BCIT, I spent two years helping organize and build a small political party into an electoral juggernaut. At the start of 2010, I joined the team of one of Vancouver's largest independently owned PR agencies. My work as an Account Manager requires an eye for detail and the ability to juggle multiple clients with little to no supervision. During my time at this PR agency, I have led over a dozen teams to develop and execute a variety of creative and innovative communications strategies, achieving impressive media results ranging from local stories on CTV, Global BC and the *Vancouver Sun* to national coverage in the *Wall Street Journal*, *Canadian Business*, the *National Post*, the *Globe and Mail* and CNN. The contacts I've developed as a result of my frequent media pitching are extensive.

Over the past two years I've honed my production skills by creating the firm's marketing material using Adobe InDesign and Photoshop as well as shooting, writing, editing, and producing 12 Peak YouTube videos and writing over 30 percent of the entire firm's blog posts. I am also very familiar with Twitter, LinkedIn, YouTube, Flickr, Wordpress, Adobe Premier, Drupal and Facebook.

I've written hundreds of media releases, backgrounders, FAQs, fact sheets, op-eds, editorials, communications plans, and marketing collateral copy as part of my day job. In my evenings, much of my time is dedicated to managing and writing for a community-building blog I helped found. I also helped develop and now maintain a soccer team's website as well as the new website of a Canadian public relations association. Finally, I was recently elected to this association's board as a Director.

I'm excited about the opportunity to reach out across the district and connect with the students, staff, communities and stakeholders that comprise your district. When crisis strikes, I believe I have the experience to provide top-rate PR counsel to help the district successfully manage its public reputation. I hope to discuss with you what else I might bring to this position in an interview.

Sincerely,

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SUMMARY OF QUALIFICATIONS

- Experienced writer with expertise in creating media materials, newsletter copy, brochures and diverse online content.
 - Powerful storyteller capable of engaging stakeholders and conveying their story using traditional and digital media.
 - Proven communicator with strong research, problem solving, organizational, and leadership skills.
 - Strong technical abilities in graphic design, desktop publishing, video production, online social networking tools, and general website maintenance.
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PROFESSIONAL EXPERIENCE

Account Manager

2008 - Present

A National Communications Firm, Vancouver, BC

- Developed and executed high-level communications strategies for over a dozen clients in the education, health, law, finance, tourism, and telecommunications sectors.
- Provided in-depth media training to over a dozen senior university leaders and student executives.
- Cultivated extensive and robust relationships with local and national assignment editors, reporters and producers.
- Wrote targeted media materials and pitches, gaining significant publicity for clients in local, regional, national and international media.
- Managed three to four teams of co-workers at concurrent times, executing a variety of comprehensive media relations projects on time, on budget and with results that garnered both national and international coverage.
- Liaised with multiple stakeholders and worked with colleagues on the execution of several crisis plans.
- Significantly contributed to the firm's online presence by developing a variety of short YouTube videos, marketing collateral/brochures, online presentations, and blog posts.

Communications Coordinator

2006 - 2008

A Municipal Political Party, Vancouver, BC

- Prepared and distributed media releases, media fact sheets and media kits.
- Coordinated with the party's communications and outreach committees as well as outside contractors to implement the party's communications priorities and to develop member engagement strategies.
- Developed the party's social media presence on Facebook, YouTube, and Flickr.
- Maintained the party's website and social media, wrote the party's by-monthly email newsletters and managed the party's general outreach and member communication strategy.
- Oversaw the party's membership growth from 500 to 17,000 members and managed an office of seven people.
- Built a series of neighbourhood groups throughout the city to connect local concerns with civic politicians.

Associate

2005 - 2007

A Boutique Communications Agency, Vancouver, BC

- Produced and wrote the LA-based advertising agency's weekly online radio talk show.
 - Developed a marketing and promotional campaign for a national educational lecture series hosted by a national research institute.
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EDUCATION / ACCREDITATIONS

Diploma in Broadcast Journalism

2004 - 2006

School of Business and Media, BCIT, Burnaby, BC

Masters of Arts

2002 - 2004

Department of History, University of British Columbia, Vancouver, BC

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Bachelors of Arts

1997 - 2001

Department of History, Bishop's University, Lennoxville, QC

COMMUNITY INVOLVEMENT / LEADERSHIP

Director and Communications Committee Member

2007 - Present

A National Public Relations Association – Vancouver Chapter, Vancouver, BC

- Managed and wrote for the association's regional bi-monthly newsletter.
- Coordinated with the communications committee to implement an editorial policy to govern the publication.
- Key member of a team who redeveloped the organization's website from a static and disengaged site into an interactive community-based website for the organization.

Co-Founder and Editor

2008 - Present

A Blog, Vancouver, BC

- Co-founded the blog and helped grow the blog from two to 20 correspondents from around the world.
- Wrote dozens of articles and oversaw an editorial schedule that saw the publication of a blog post each day for the past two years – by 2012 it is estimated our online content will exceed 1,000 posts.
- Implemented a social marketing policy that saw traffic growth from a few dozen hits per day to an average of over 300 hits per day and several dozen subscribers

Founding Director and Communications Chair

2007 - Present

A Community Sports Team and Sports League, Vancouver, BC

- Original founder of a sports team for people suffering from homelessness and mental health.
- Chaired the team's communications committee seeing widespread media attention including hits in the *Vancouver Sun*, News 1130, Global TV, the *Province*, CTV, CBC (both radio and TV) and CNN.
- Oversaw the development, launch and maintenance of the team's website.
- Supported the ongoing fundraising goals of the organization playing a key role in raising tens of thousands of dollars to support the team's trips to compete in an international tournament.

OTHER MEMBERSHIPS

Canadian Public Relations Association - Member

2005 - Present

International Association of Business Communicators - Member

2005 - Present

