

APPLICATION/COVER LETTER

Kerri Kohler kerri_kohler@yahoo.com • 1155 Adams Road • Winnetka, IL 60093 • (999) 555- 8524

Date of Letter

Ms. Wendy Mitchell
Director of Marketing and Communications
Music of the Baroque
111 North Wabash Avenue, Suite 810
Chicago, IL 60602

Dear Ms. Mitchell:

Last spring I met with Ms. Fishman, a musician with the Music of the Baroque. As result of the meeting, I became even more enthusiastic about the possibility of working for a music organization. I am applying for the **Box Office Manager/Marketing Assistant Position** with Music of the Baroque.

I gained experience related to box office management and marketing as a summer arts administration intern with the Fox Valley Symphony and through my job as a ticket seller at Ravinia Festival. During my 10-week internship, I worked individually with each of the Fox Valley Symphony staff members, and have sampled four main areas of music administration thus far: marketing, development, box office/operations, and education. I helped prepare season tickets for distribution, spoke with the Box Office Manager at the Fox Cities Performing Arts Center in Appleton, and in general observed how the box office process works while assisting the Symphony's Operations/Box Office Manager. I also had the opportunity to learn from the Symphony's Marketing and Communication Manager and work on several projects with her, including the construction of program pages and the program layout for next seasons' concerts. My experiences at Ravinia Festival were invaluable – I learned not only how to print and distribute tickets, but also how to handle the requests of patrons with a focus on customer service.

For my senior Bachelor of Arts music project at Lawrence University, I produced and sang the lead role in Purcell's *Dido and Aeneas*, which provided me with unique experience in the world of music administration specifically geared toward Baroque music. The production involved a year of planning, score-study and research, recruiting cast and staff members, writing grant proposals and obtaining funds, coordinating with university administrators, troubleshooting, and, in general, continually multi-tasking the roles of producer and performer. I found that I truly thrived in this administrative role, and was able to lead the project toward three successful culminating performances.

Enclosed is a copy of my résumé. I look forward to talking with you on Friday, August 5 to further discuss the role of the Box Office Manager/Marketing Assistant with Music of the Baroque. Should you need to reach me before that time, please use the e-mail address listed above, or call me at (999) 555-8524.

Sincerely,

(Hand-written signature in blue ink)

Kerri Kohler

Enc.