**January 23, 2023**



**Ryan Wengel, VP of Marketing**

Geronimo Hospitality Group

525 3rd St. #100

Beloit, WI 53511

**Dear Mr. Wengel:**

Based on your numerous awards, the Geronimo Hospitality group has a solid reputation in the hospitality industry. Moreover, you’ve created a memorable customer experience at all your locations, which is always my goal as a graphic designer. I’m ready to use my 4 years of design and management experience to help you continue to attract the best customers and generate more revenue.

Partnership was key while I was the lead graphic design specialist at BookBush Press. Primarily, I worked with the marketing and editorial teams to design illustrations and cover art. Throughout development, I reviewed illustrations from junior designers and approved them with the authors and applicable external teams. I reviewed each illustration according to design principles, quality standards, and client expectations. Because of my meticulous review process with the relevant parties, 100 percent of designs were approved, and 87 percent of projects were delivered before the deadline.

Currently, as the marketing and graphic design specialist at George Mason University, I design print and electronic marketing products to boost brand awareness and engagement. However, I recognized a need for more personal content, so I turned to photography and videography. My “Life at George Mason University” video series had a 3-percent conversion rate, and by the end of 2021, I had more than doubled our followers on Instagram and Twitter, resulting in an 11-percent rise in prospective student applications.

Graphic design is nothing without a strong vision to improve the customer experience. I am motivated by modern designs that are practical and innovative but also functional and fun, and I know that Geronimo Hospitality Group would be the ideal place for me to grow as a designer and leader. Thank you for reviewing my portfolio; I’m eager to discuss how we might push the limits of hospitality together to create a better customer experience at all your locations.

Sincerely,

**Marguerite Justine**

**ENCLOSURES**

Resume

Portfolio

Graphic Design Specialist

MARGUERITE JUSTINE

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