

Office of Personnel

23.01.2014

Pinco Palino
Via Roma 2
34100 Trieste

Dear Sir, (To whom it may concern)

I'm writing to express my interest in the Web Content Specialist position listed on Monster.com. I have experience building large, consumer-focused health-based content sites. While much of my experience has been in the business world, I understand the social value of the non-profit sector and my business experience will be an asset to your organization.

My responsibilities included the development and management of the site's editorial voice and style, the editorial calendar, and the daily content programming and production of the web site. I worked closely with health care professionals and medical editors to help them provide the best possible information to a consumer audience of patients. In addition, I helped physicians learn to utilize their medical content to write user-friendly, readily comprehensible text.

Experience has taught me how to build strong relationships with all departments at an organization. I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements, work with the development department to implement design and functional enhancements, and monitor site statistics and conduct search engine optimization.

Thank you for your consideration.

Sincerely yours

Pinco Palino

encl:

cc:

E-mail: ppalino@hotmail.com
cell.