

Amanda Goodman
My Street Address
City, State Zipcode

January 25, 2011

Name of Responsible Person
Their Title
Address
City, State Zipcode

Dear Mr./Ms/Dr. Responsible Person: ←Note the colon, not a comma!

I am applying for the position of **THIS JOB** Librarian at **THIS** University. I was made aware of this opening from the NC Library Jobs website on WordPress. This position is exactly the kind of opportunity I have been seeking. I will complete my MLIS at the University of North Carolina at Greensboro (UNCG) on May 6th.

During graduate school, I was originally hired by the Library and Information Studies (LIS) department to redesign their website at <http://lis.uncg.edu>. The website was in static HTML and was failing to meet the department's goals to be responsive to faculty and student needs by being easy to update. The solution I proposed was to redesign and built it in WordPress, an open-source content management system. I then discovered that the University could not support the environment WordPress needed. Therefore, I negotiated a solution which allowed us to contract with an outside web hosting agency so that the LIS department could have the website it needed. Since the site went live in August 2010, web traffic has increased by 191%. I was then hired to be the webmaster for this website as well as manage, devise, and create other web solutions as needed. The current online access points for the LIS department are seventeen (please see the second page for a list of these sites). A year ago, there were only five points.

The above story is to illustrate that I took what was supposed to have been a simple HTML/CSS facelift and instead, I created an entirely new web presence for my employer. However, I have not worked alone in the process as I work with faculty and staff in the design and upkeep of this website. As well, the two students that I am training as my replacements also assist me in continuously recruiting new content to keep the website relevant.

I am guided by the principles of web innovation, customer-focused service, and the power of lifelong learning. Aside from my formal studies, I have been actively involved in the profession by interning, networking with other librarians and attending conferences. My work experiences have given me opportunities to lead web and social media projects, teach workshops, work on committees, and meet tight deadlines for web marketing. These skills make me a capable candidate for your web development team.

I am excited at the prospect of working at **THIS** University. Thank you for your time and consideration of my application.

Sincerely,

Amanda Goodman

AMANDA GOODMAN

My address

My phone number

My email address

LIS ONLINE ACCESS POINTS

- Websites
 - ~ <http://lis.uncg.edu> The main LIS website
 - <http://lisuncg.net/icl> A project of the department chair, Dr. Clara Chu
 - <http://lis.uncg.edu/bird/691> A class website made in Drupal for Dr. Nora Bird
 - * <http://lis.uncg.edu/chu> The personal website of Dr. Clara Chu
 - * <http://lis.uncg.edu/carmichael> The personal website of Dr. Jim Carmichael
 - * <http://lis.uncg.edu/shiflett/> The personal website of Dr. Lee Shiflett
- Facebook
 - ~ <http://www.facebook.com/lisuncg> The main Facebook account
 - ~ <http://www.facebook.com/LISSA.UNCG> The student association's Facebook account
- Flickr
 - <http://www.flickr.com/photos/lisuncg/> The main LIS Flickr account
 - ~ <http://www.flickr.com/photos/lissa-uncg/> The student association's Flickr account
- Twitter
 - <http://twitter.com/lisuncg> The main LIS Twitter account
 - <http://twitter.com/apply2lisuncg> The LIS recruitment Twitter account
 - <http://twitter.com/UNCGLISSA> The student association's Twitter account
- Ustream
 - <http://www.ustream.tv/channel/ideals-summit-2010> For the 2010 iDEAL Summit
- Vimeo
 - <http://vimeo.com/lisuncg> The main LIS Vimeo account
- YouTube
 - ~ <http://www.youtube.com/user/LibraryStudiesUNCG> The main LIS YouTube account
 - <http://www.youtube.com/user/LISSAUNCG> The student association's YouTube account

Note:

- Sites marked with a tilde (~) were original websites.
- Sites marked with an asterisk (*) are works in progress.