

Anna Kuell PRAD-256 Cover Letter

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Dear Whomever It May Concern,

I am thrilled to share my final portfolio with you. At the beginning of the quarter, I chose Choose Chicago as my client for the class. Choose Chicago, the official marketing organization for the City of Chicago, has been an intriguing and educational case study.

To demonstrate what I have learned in PRAD-256: Writing for Public Relations and Advertising, I have compiled my work into a portfolio, which you can find at annakuell.com. Within my portfolio, you will find examples of a news/press release, a fact sheet, executive bios, a calendar of social posts, internal communications, and ad copy. I am proud of this work, and I hope you enjoy reviewing it.

My biggest challenge coming into PRAD-256 was my tendency to be long-winded. With practice and feedback, I have seen genuine improvement in my ability to be concise. Being able to convey a message quickly and clearly is an essential skill for public relations and advertising practitioners. I am thankful for the opportunity to practice this skill.

I hope you find my writing to be professional, compelling, and thorough. Writing is a critical element of public relations and advertising, and learning how to properly construct each component seen in my portfolio has been an invaluable experience.

Again, thank you for taking the time to go through my portfolio.

Sincerely,
Anna Kuell