

## **Amber Swain**

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January 1, 2019

## **Chanel Stiegler**

Dear **Chanel Stiegler**:

I have come to realize that I am a street kid, from a small town called Prichard, Alabama, with the focus and discipline of a trained U.S. soldier. This gives me a wide perspective on the U.S. lifestyle and culture. As a child, I was afforded the opportunity to travel and live in many places. That experience fostered my growth as a data collector and curiosity for culture.

In my time in the army, I developed a skill and scope of analysis. I have had the great privilege of practicing that skill throughout my time at Howard University. Under the right conditions, I will attend graduate school to explore a field that combines ethics, analysis and the application of strategic planning. Education is incredibly important to me as I want to apply inclusive, innovations to solve the problems of legacy Americana brands.

Also, at the Cathy Hughes School of Communications, I have been provided the foundation to achieve great success through my multifaceted written, visual and oral skills. Furthermore, I have developed a valuable understanding of public relations, advertising and marketing.

It would be a great honor to manage brands, campaigns and strategies for an organization that contributes to a more advanced culture of creative problem solving.

Sincerely,

*Amber Swain*

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