

PAUL VINCENT L. FORNIS

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Media Production Specialist

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Dr. Ulderico B. Alviola

Head, University Integrated Media Center
Visayas State University
Baybay City, Leyte

Dear Dr. Alviola,

I am writing to you today regarding the position of Information Officer, which I saw listed on the VSU website. With my experience in media production and expertise in graphic design, journalism, and social media content development, I am confident I can further help the University Integrated Media Center fulfill its mandate, being the hallmark of public relations in the Visayas State University.

In my current role as a media production specialist, I gained experience in foundational skills of shooting, producing, and editing video, as well as the basics of lighting and sound production. I was also able to muster skills in visual and literary storytelling and further my skills in design and photography. My exposure to such fields allowed me to grow professionally and acquire technical skills that are vital in the roles of an Information Officer.

Some of my notable achievements include but not limited to the following:

- Contributed to the increase of social media interactions between VSU and its constituents by producing effective information design and graphic contents on Facebook, Instagram, and VSU Website.
- Crafted new design themes and visual identity guidelines for the VSU Brand Book. Collaborated with creative team to design and produce graphic materials for marketing and promotional materials. Designed major print and promotional materials such as The VSU Obelisk tabloids, VSU Annual Report (2020-2022), VSU Internationalization Plan, VSU Strategic Plan for key clients under UIMC and Printing Press.
- Consistently coordinated different university units in the production of graphic design from concept through completion for events, and webinars, making sure collaterals are in accordance with the branding guidelines stipulated in the VSU Brand Book.

Apart from the aforementioned, I have also learned the value of being an active collaborator, as part of team behind the university's biggest productions. Furthermore, as a professional who is willing to take initiative and make decisions without oversight, I believe that I can help the UIMC navigate the changing landscape of public relations in a university aiming to go global. As the team continues to grow, I believe that my ability to stay calm under pressure while remaining flexible can help the organization thrive. So, I hope that you consider me for this position.

My resume is attached. Please feel free to contact me if you have any questions or would like additional information. Thank you for your time and consideration; I look forward to hearing from you soon.

Sincerely,

Paul Vincent L. Fornis