

Brian Westerby  
5839 Orchard Lane #6U  
Bryn, PA 19388

March 1, 2000

Lisa Hedge  
National Weather Associates  
550 Interstate South  
Malvern, PA 19380

Dear Ms. Hedge:

I am an experienced technical writer with an emphasis in content development, as well as a weather enthusiast. I am seeking a position that will combine my technical background in HTML and Web technologies, my strength in communicating complex information, and my interest in weather and natural sciences. The position of Content Developer listed on the Malvern Job Bay site closely matches my experience, skills, and interests.

As Content Developer for National Weather Associates, I would bring six years of experience as a technical communicator, including more than three years primarily writing for lay audiences. My strength as a communicator is making information interesting, understandable, and enjoyable—bridging the gap between technical information and readers' needs. I have successfully developed Web site content about HTML, XML, XSL, and Y2K, among other technical topics, and have received comments in return, such as, *"That's the most coherent explanation of XML I've read so far! Thanks for laying it out so simply!"* and *"That is one of the best written, organized, and presented articles I have had the opportunity to read."* As Content Developer, I would apply my experience toward making weather topics available, understandable, and enjoyable for National Weather Associates' audiences.

Additionally, I have the people and project management skills necessary for planning and producing content, establishing and meeting goals, and working as a team member. For example, I have excellent skills in organizing content, interviewing people, and gathering information, which would be essential for producing Web site content. Likewise, I am a self-starter capable of managing multiple projects, setting goals, and meeting deadlines. As Content Developer, I would use these skills to meet individual and team goals, meet deadlines, and provide content that meets weatherassociates.com visitors' needs.

Finally, as a weather enthusiast, I am an avid weather watcher and frequent weatherassociates.com visitor. For example, I recently mentioned weatherassociates.com in an article that featured tornado season and related information. Plus, I have attended weather presentations, read general-interest weather books, and studied weather, oceanography, and astronomy in introductory college courses. This general background would help me successfully plan, develop, and implement lifestyle content for National Weather Associates.

My skills and experience as a technical communicator, as well as my interest in weather, have prepared me for the Content Developer position. I have enclosed my resume, which provides details about my writing experience, publications, skills, and achievements. If you need additional information or would like to see writing samples, please call me at (272) 555-5555, or email me at brian@example.com. I look forward to hearing from you.

Sincerely,

Brian Westerby