

Olivia Brown

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October 2026

[Hiring Manager's Name]

[Title, Sales Leadership Team]

[Company Name]

[City, Province]

Dear [Hiring Manager's Name],

1. About the Company

Do your research. Align your Professional Identity.

I am writing to express my interest in the **[name of the role]** role at **[Company Name]**. As a recent graduate of the Master of Education in Educational Leadership at Yorkville University, I am particularly drawn to organizations that recognize learning as a driver of both individual growth and organizational success. Having explored **[Company Name]**'s mission, culture, and commitment to employee development, I am inspired by the way your organization invests in people, continuous learning, and performance excellence. *[Reference a specific leadership initiative, learning program, company value, or organizational goal that resonates with you].*

2. Who I am and why I care

Impact, Values, Growth

My professional journey has equipped me with a unique combination of communication, coaching, and learner-support experience. Through five years in communications, I developed the ability to engage diverse audiences, translate complex information into meaningful content, and foster stakeholder engagement. Building on that foundation, my experience as a Program Advisor in higher education allowed me to guide individuals through challenges, facilitate workshops, analyze student success data, and connect learners with resources that supported their growth and achievement. These experiences reinforced my belief that learning is most impactful when it is intentional, accessible, and aligned with individual and organizational goals.

Driven by this passion, I pursued a Master of Education in Educational Leadership to deepen my expertise in adult learning, leadership, and organizational development. The experience allowed me to broaden my perspective beyond individual support and better understand how systems, culture, and leadership influence learning outcomes. It also reinforced my desire to create environments where people feel empowered to develop new skills, navigate change, and achieve their goals.

3. Alignment

How I fit their mission Call to Action

I am particularly excited about the opportunity to contribute to **[Company Name]** because of its commitment to developing talent and creating environments where employees can thrive. My background in communications, advising, and educational leadership has prepared me to support learning initiatives, facilitate meaningful development experiences, and build strong relationships across teams. I am eager to bring my skills, curiosity, and learner-centered approach to your organization while continuing to contribute to a culture of growth and continuous improvement. *[highlight one reason why this specific company' culture, mission, or growth trajectory aligns with where you are headed as a leader].*

Thank you for your time and consideration. I would welcome the opportunity to further discuss how my background, experiences, and interests align with your team and projects.

Sincerely,



Your Why

Profile

An emerging Learning & Development professional and Master of Education in Educational Leadership graduate, committed to fostering continuous learning, employee development, and data-informed decision making, grounded in a background in communications and student advising that strengthened my ability to engage diverse audiences, facilitate learning, and build meaningful relationships, to help individuals and organizations reach their full potential through learning and development.

ATS (key words from the job)

Core Competencies

- Learning & Development Program Design
- Training Facilitation & Workshop Delivery
- Coaching & Performance Development
- Adult Learning Principles
- Data-Informed Decision Making
- Stakeholder Engagement & Relationship Building
- Organizational Learning & Continuous Improvement
- Change Management & Employee Development

Education & Professional Development

Master of Education in Educational Leadership | Yorkville University, Toronto, ON | June 2026

Capstone Project: Enhancing Workplace Learning Through Data-Informed Employee Development Strategies

- Conducted applied research on employee learning and performance, examining how leadership practices influence engagement, skill development, and organizational effectiveness.
- Analyzed qualitative and quantitative data to identify barriers to workplace learning and opportunities for continuous improvement.
- Developed evidence-based recommendations to strengthen onboarding, training, and professional development programs across diverse employee populations.
- Presented findings to academic and professional audiences, translating research into practical strategies to support organizational learning and talent development.

Bachelor of Communications | University of Calgary | June 2016

Professional Experience

Program Advisor | *Western Prairie University* | *Calgary, AB* | 2021 – 2026

- **Supported students** facing academic uncertainty by providing individualized advising on program requirements and educational pathways, helping them make informed decisions.
- Addressed barriers to student success by connecting learners with academic, wellness, financial, and career resources, improving access to support services and student engagement.
- **Monitored the progress of at-risk students** and facilitated regular follow-up meetings, strengthening accountability and supporting academic recovery efforts.
- Identified knowledge gaps in student preparedness and delivered workshops on study skills, academic success, and career planning, **increasing participation** in student development initiatives.
- Collaborated with faculty and student services teams to address emerging student needs, contributing to more coordinated support and **improved student experience**.
- Managed a high volume of student inquiries while maintaining accurate advising records, ensuring timely support and consistent documentation of student outcomes.
- Supported student transition and retention efforts by facilitating orientation sessions and campus engagement activities, helping new students **build confidence and a stronger sense of belonging**.

Communication Specialist | *NorthStar Communications Inc* | *Calgary, AB* | 2016 – 2021

- Developed and executed internal and external **communication strategies** to support organizational goals and stakeholder engagement.
- **Created communications materials** including newsletters, presentations, training resources, and digital content for diverse audiences.
- Collaborated with cross-functional teams to coordinate projects, manage deadlines, and ensure consistent messaging.
- Analyzed engagement metrics and feedback to evaluate communication effectiveness and inform continuous improvement.
- **Facilitated workshops** and information sessions to support employee awareness and organizational initiatives.

Volunteer

Volunteer Learning Facilitator | *Community Employment Centre* | *Calgary, AB* | 2022 – Present

- Supported job seekers facing barriers to employment by facilitating career readiness workshops, helping participants build confidence and **improve job search skills**.
- Identified gaps in digital literacy among program participants and **delivered one-on-one coaching sessions**, increasing their ability to access employment and training opportunities.
- Collaborated with community partners to **coordinate educational events** and resource sessions, expanding participant engagement and access to local services.

Build Your LinkedIn Brand

Your LinkedIn profile is more than an online résumé. It's your **personal brand** and a **powerful networking tool**.

Build your LinkedIn brand with this step-by-step checklist.

Before you begin, customize your **LinkedIn URL** to create a professional, easy-to-share profile link: click the "Me" icon on the desktop homepage, select "View Profile", and click "Edit public profile & URL" in the top right corner.

Create a Custom Banner

Use a banner that reflects your field, interests, or career goals.

Add a Professional Photo

Use a clear, friendly photo with a simple background.

Create a Strong Headline

Go beyond your degree and highlight your expertise, specialization, and career focus.

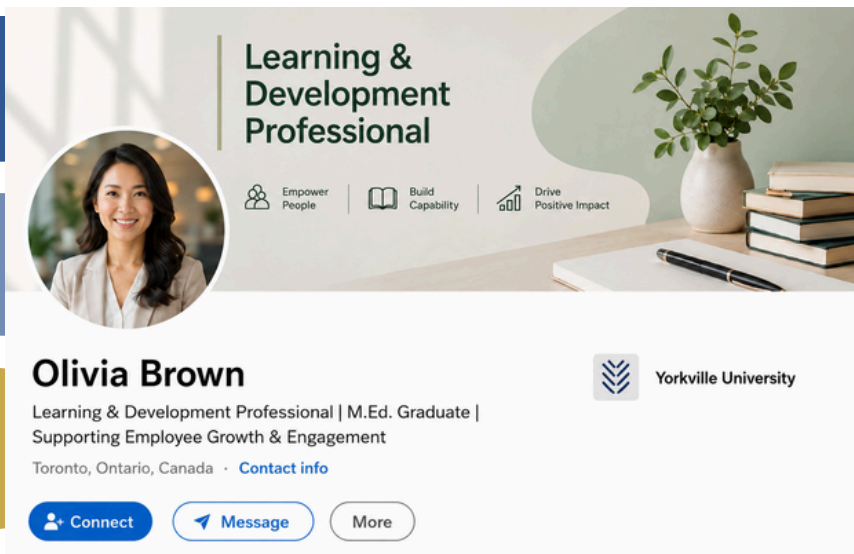
Complete your About Section

A strong opening hook that captures attention.

A statement of your professional identity and the unique value you bring. Your career goals and the impact you want to create.

Add Work Experience

Include bullet points that highlight your accomplishments, key responsibilities, and impact. Add 5-8 relevant skills for each experience.



About

I believe learning has the power to transform individuals, strengthen teams, and drive organizational success.

As a recent Master of Education in Educational Leadership graduate from Yorkville University, I have built a strong foundation in learning and development through my experiences in communications, higher education, and learner support. From engaging diverse audiences to guiding students through academic and career transitions, I have developed a passion for helping people learn, grow, and achieve their goals.

I am passionate about creating learning experiences that support growth and engagement. I am excited to build a career in Learning & Development, helping organizations foster cultures where people and performance thrive together.

Experience



Program Advisor

Western Prairie University

Aug 2021 - May 2026 · 4 yrs 10 mos

Calgary, Alberta, Canada · Hybrid

- Provided academic advising and support to students, helping them navigate program requirements, campus resources, and personal challenges. ... more

Student Advising, Needs Assessment, Student Support Services and +7 skills



Communication Specialist

NorthStar Communications Inc

May 2016 - Jul 2021 · 5 yrs 3 mos

Calgary, Alberta, Canada · On-site

- Developed and implemented communication strategies and materials to support organizational initiatives and engage internal and external stakeholders. ... more

Internal Communications, Content Creation, Stakeholder Engagement and +6 skills



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CAREER EDUCATION



Build Your LinkedIn Brand

Highlight Your Education



Include relevant courses, projects, achievements, and extracurricular activities.

Add Licenses & Certifications



Highlight certifications that validate your skills and expertise.

Include Volunteer Experience



Demonstrate leadership, initiative, and community involvement.

Request Recommendations



Ask professors, managers, mentors, colleagues, or clients to write recommendations that highlight your strengths, skills, and impact.

Education



Yorkville University

Master of Education in Educational Leadership
Sep 2024 – Jun 2026

Capstone Project: Enhancing Workplace Learning Through Data-Informed Employee Development Strategies
Conducted applied research on employee learning and performance, examining how leadership practices influence engagement, skill development, and organizational effectiveness. ... more

Analyzed qualitative and quantitative data to identify barriers to workplace learning and opportunities for continuous improvement.

Developed evidence-based recommendations to strengthen onboarding, training, and professional development programs across diverse employee populations.

Presented findings to academic and professional audiences, translating research into practical strategies to support organizational learning and talent development.

💎 Educational Leadership, Adult Learning, Program Evaluation and +7 skills



University of Calgary

Bachelor of Communications
Sep 2012 – Jun 2016

💎 Communications, Public Relations, Strategic Communication and +5 skills

Licenses & certifications



ATD Certificate in Learning & Development

Association for Talent Development (ATD)
Issued May 2024 · Expires May 2027

💎 Instructional Design, Training Delivery, Needs Assessment and +3 skills



Google Project Management Certificate

Google (via Coursera)
Issued Feb 2024 · Expires Feb 2027

💎 Project Planning, Stakeholder Management, Process Improvement and +3 skills

Volunteering



Volunteer Learning Facilitator

Community Employment Centre
Jan 2022 – Present · 2 yrs 6 mos
Calgary, Alberta, Canada · On-site

• Facilitated career readiness and digital literacy workshops for job seekers, helping participants build skills, confidence, and access to employment opportunities. ... more

💎 Workshop Facilitation, Adult Learning, Community Outreach and +4 skills

Recommendations

[Recommend Olivia](#)

Received (1)

Given



Laura Bennett · 1st

Director, Academic Advising & Student Support at Western Prairie University
May 18, 2026, Laura was Olivia's manager

Olivia is a dedicated and reliable Program Advisor who consistently delivers excellent support to students. She communicates clearly, builds strong relationships, and goes above and beyond to ensure students feel supported and successful. Olivia is organized, proactive, and a valuable member of any team. I highly recommend her for opportunities in Learning & Development.



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CAREER EDUCATION

