

Re: Communications and Marketing Manager Position

Dear Hiring Committee,

I've never been someone who stays on the surface of a job.

Whether it's a new industry, a complex subject, or a difficult challenge, my instinct is to explore until I fully grasp not just how things work, but why they work. This curiosity has consistently shaped my career and approach to work.

I started my career in activation and event marketing, where success meant connecting with thousands of people from all walks of life. These experiences taught me to quickly read an audience, capture their attention, and communicate persuasively to inspire action.

Working at agencies expanded that foundation. Each client introduced a new audience, business problem, and definition of success. I honed my ability to adapt quickly and to design marketing strategies that drove measurable results.

At the State Charter Schools Commission of Georgia, my responsibilities extended well beyond creating communications. As the agency's sole communications professional, I was accountable not only for communicating effectively but also for building the systems that ensured consistent, credible communication throughout the organization.

Looking back, I've realized that while the industries have changed, the work hasn't. In every role, I've found myself drawn to the same challenge: understanding something complex well enough to help other people understand it too.

The more I learned about The Center for Outcomes Based Contracting, the more I saw an organization entering an exciting new chapter. You've already established a strong foundation; this role will help turn that foundation into a stronger, more independent institution with broader influence across the field. That's the kind of work I've found myself drawn to throughout my career, and I would welcome the opportunity to help build what comes next.

Sincerely,

A handwritten signature in black ink, appearing to read "Erica Acha-Morfaw". The signature is fluid and cursive, with a large, stylized initial "E" and a long, sweeping underline.

Erica Acha-Morfaw, APR

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