

October 6th, 2015

Dear Bulletproof Team,

My name is Bert and I drink bulletproof coffee.

I am a long-time podcast listener and have used many of the suggestions from the show on my own biohacking journey.

I am writing to apply for the position of **Digital Content Coordinator** because I believe my **technical expertise** and **passion for self-improvement** will allow me to start making an impact on day one. I can help not only the Bulletproof team, but the community you serve with what I know, my work ethic, and my professionalism. Your description of the position and its requirements are things I do on a daily basis.

I have extensive strategic, design, development and project management experience working on all types of digital media projects: over 200 websites (e-commerce, news, community, education, storytelling, fundraising, etc.), digital marketing (responsive email and landing pages), analytics tools Google Analytics and Tag Manager, banner ads, video streaming and now mobile apps. I can hand code responsive html, have a deep knowledge and love of CSS.

As a solo business owner I have deep customer service experience and extensive project management experience. I've helped clients from around the world have success through managing both local and virtual teams to meet a myriad of project deadlines.

All told I have nearly two decades of experience creating user experiences on the Internet. I've witnessed how transformative and instrumental design and content is in helping people have a rich and immersive digital media experience on the Internet—and I really enjoy helping people and solving problems.

I would like to hear about Bulletproof's biggest challenges when working to engage, entertain, inform and delight people with the use of digital media. Are you stuck anywhere in particular? What are the pain points? Where does the company want to focus its resources when thinking about how to improve the user's experience? I have many more questions and would love to have a conversation to learn more.

My resume is attached for your consideration.

Let me know if you have any questions.
Look forward to hearing from you soon.

Kind regards,
Bert Mahoney

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