

Dear Hiring Manager,

I'm applying to this role because, after digging around, it's the only job posting that feels right instead of another job posting. I'm a public relations senior at Florida A&M University, and my background is at the policy/communications intersection. Here's why: What I loved about Outlier was when you said you handle "narrative as strategy," rather than just narrative as messaging, that "story is something that moves markets." Not because you have to say it in order to get clients, but because you mean it. During my internship at the American Petroleum Institute, I had to explain a lot of congressional hearings (we were at over 20 at one point) and a lot of policy, to put it in a way that resonated with others. It forced me to not only be comfortable quickly but also to figure out how to cut through it for both the AP and social media. At Journey Magazine, I did comms work for a high-visibility event, worked with external stakeholders, and used audience statistics to make smarter editorial decisions. And most recently, as Director of Internal Quality Control and Business Development, I've been looking at some of the risks and deciding ways to go with business growth while also holding details to scrutiny. It's also just proved, again, what I believed already, which is that you build the things no one will ever notice because they got it right. I'm looking to work in the intersection between PR and media strategy, most directly in the tech space, energy space, and in emerging markets, where there's a competitive advantage in having a strong narrative. Outlier seems like the right place to be doing that. I'd love to chat more. Thanks for reading.

Best Regards ,

Maryn Quinton

