



Aliza Edwards



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Orange City, IA

February 20, 2026

Lisa Dauterive
Soccer Operations Manager
Des Moines Menace
1459 Grand Avenue
Des Moines, IA 50309

Dear Lisa Dauterive:

I am excited to apply for your Game Day & Special Events Staff position, as well as your Game Day Merchandise Staff role, for the summer of 2026. I am a junior at Northwestern College in Orange City, Iowa, studying sport management, business administration, and media/marketing. I plan to spend the summer in Des Moines, and I am an ideal candidate for your operations roles because I desire to use my sport management knowledge and skills in an athletic setting, I am a passionate member of my college's varsity women's soccer team, and I have developed exceptional customer service skills through my many work experiences.

My experience as a double major in Sport Management: Media/Marketing and Business Administration–Marketing has prepared me for this position. I have taken classes in Public Relations, Marketing, Project Management, and Leadership in Sports Management. In addition, I am currently participating in a directed field experience in Game Day Operations for the athletic department of Northwestern College. In this role, I assist with event logistics, facility set-up, and operational coordination. I have learned the importance of communicating clearly with the entire operations team to support a variety of athletic endeavors. I would bring this knowledge and experience to your Des Moines Menace operations team.

As a member of the Northwestern College women's soccer team, I have developed effective communication, leadership, and time management skills. Balancing rigorous academics with college athletics has strengthened my ability to stay organized, work collaboratively, and perform under pressure. Additionally, as part of my role on the team, I host prospective student-athletes during their campus visits, providing insight into both academic and athletic life at Northwestern College. This experience has enhanced my ability to serve as an ambassador of my college and athletic team while honing my skills in communication, leadership, and time management.

Finally, my customer service skills set me apart. I am passionate about creating memorable experiences through my work. In my role as a Marketing Manager and Sales Associate at a sprawling, nook-and-cranny-filled gift shop called The Barn Swallow, I served customers while leading a marketing team and making sales. I have also exercised strong customer service skills as a barista for New Life Nutrition and as a Franken Fellow: Peer Career Mentor in my college's career development office. My goal is to interact with and serve the needs of the people around me. I would bring these same customer service skills to any Menace operations role.

I welcome an opportunity to share more about my qualifications and experiences in an interview. Thank you for your time and consideration.

Sincerely,

Aliza Edwards