

Dear Executive Board of SAR,

Nothing is harder than writing a cover letter for my **dream job**, but here I am, ready to share my passion and qualifications for the **Communications Officer** role at SAR.

I've spent my career in Commerce, specializing in **content and communication** (online, personal and also the psychology of 'good and relevant communication skills'). Now, at 33, I'm in what some call the "Jesus Year"—a time of deep transformation, death, and rebirth. Since I was a little girl, I've dreamed of becoming a ballerina and an artist. I let societal pressures steer me away from these dreams, but a few months ago, I made a conscious decision to **shift my career towards the arts**.

I've committed to learning everything I can about my heart's favorite topic. My current read, "*The Story of Art*", may be an obvious classic to you, but for me, it's been transformational. Creativity can't be explained, and art has no right or wrong. Yet, there are rules, guidelines, connections, and an abundance of history that I am eager to dive into. My hunger for art and learning about ALL its aspects is immense.

My **Master's degree in International Management** made me fall in love with what the academic sphere can reveal and help society understand. Without research, there would be no innovation. While I don't yet have the expertise of an artistic researcher, I assure you this won't hinder me from delivering the best possible outcomes for **RC and SAR's communications operations**. I'm eager to learn everything I need about your work and impact, and I'm confident my skills and know-how will more than meet your needs—probably with some extras you haven't considered yet.

When I saw this job opportunity, my heart skipped a beat. I've never felt such excitement for any job I've applied for (no exaggeration). My role as Head of Brand & Trust at Glow25 was successful, but it didn't fulfill me. I see **immense VALUE in art research** that no profit-driven company could ever match.

My qualifications and skills for the SAR Communication Officer role are spot on. If you'd like to invite me for an online interview to see for yourself, I'd be more than happy. Whether it's a virtual call or an onsite meeting, I'm ready to do everything possible for this job that immerses me in the energy of art and research. I understand that the selection process involves a committee appointed by the SAR Executive Board, which will decide on candidates for interviews and provide recommendations. I look forward to the possibility of discussing how my background and passion align with SAR's goals.

Expecting miracles ✨

Klaudia Wichmann

P.S. I've created a website for you to find all my relevant information at a glance:

www.klaudiawichmann.de/sar-application.