



JOHN FERRI

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TO: PAM O'BRIEN
FROM: JOHN FERRI
SUBJECT: PUBLIC AND PROFESSIONAL WRITING EMPLOYMENT PORTFOLIO
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In this cover memo, I describe my studies and what field of work I will pursue after graduation. I then explain how my employment portfolio reflects this goal.

I will graduate from the University of Pittsburgh with an honors major in Italian, a minor in French, and certificates in Public and Professional Writing, Transatlantic Studies, and West European Studies. My course of study focused on the themes of cultural diplomacy – fostering mutual understanding between groups of people – and social entrepreneurship – using business to generate a positive impact on society.

These studies have led me to pursue a career in international arts management, helping direct a performing arts organization. For example, I would aim to work for the Devos Institute for Arts Management in Washington DC, an international arts management consulting organization, or the John F. Kennedy Center for the Performing Arts, a performing arts space in Washington DC. To pursue a job in this field of work, I need many professional skills, including communicating effectively in many oral and written formats, understanding how not-for-profit arts organizations work, generating innovative ways to promote and market arts performances to potential customers, and successfully navigating between different cultural contexts.

My employment portfolio showcases different writing that I have produced throughout my time at the University of Pittsburgh. The portfolio starts by showcasing the most relevant work that I have created, including a proposal for a cultural diplomacy academic certificate program in the University Center for International Studies that I developed on my own time, journalistic-style articles promoting arts education and globalization, and translations that show my ability to navigate between different cultural contexts. I include my sections of VCS' grant proposal for Dominion, because I developed these sections as part of my internship for VCS and for the grant-writing class. VCS used this writing for its official grant proposals to Dominion and to other grant-makers. I provided digital work examples, including the podcasts that I wrote and performed as part of the Composing Digital Media course and a post that I wrote to promote the Europe-related student work repository offered by my student club, European Horizons. European Horizons is an international student think-tank on the EU and the US. I ended with my Musical Exchanges business proposal to show connections between the grant-writing and business proposals classes.