

 Ann Arbor, MI
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To the Michigan Founders Fund Recruitment Team:

While planning to write this cover letter, I wondered: what story could I tell to convince you I would be a good fit for this role, and how would I tell that story? I could, for example, write this, a traditional cover letter to showcase my expertise and skills by connecting my professional journey to the innovation and resilience of Michigan and Detroit. Or I could maybe create a [shortform video](#) to briefly showcase the top 3 reasons to hire me. I could also let my work speak for itself and show you how I can incorporate your branding into my own personal website portfolio, with a [dedicated landing page](#) in WordPress. I'm excited to learn more about your organization and understand what approach would work best for you, so I'll let you decide!

Ever since leaving Ecuador, my country of birth, I've been trying to find a place to call home. While working at Madison College as an instructor, I learned how to engage with students and faculty and develop creative learning materials, but something was missing. My wife and I took a year off to travel through the United States in a camper, learning about public spaces and performing comedy, while I figured out my next professional move. That's when the pandemic hit and brought us to Michigan.

Our move to Michigan coincided with me joining Babbel. As Senior Content Producer and later as the Spanish Content Lead, I have been creating social media videos, podcasts, articles, graphic design, and other content designed to help people communicate better with each other. I have also worked with media and press, acting as the spokesperson and carrying Babbel's branding and mission into several publications. My job has basically meant to transform the challenges of language learning into engaging concepts in order to promote our mission of global understanding. I have done this by creating media that not only fits the company's voice, or follows our brand requirements, but also creatively expands our mission and connects with our audience.

The problem is that I have been missing a personal connection; working with a multinational company based in another country makes me feel far from Michigan at times, even when I'm here. Sure, I have had my comedy, which has allowed me to produce a yearly comedy festival, my own local stand-up shows, design graphics, run social media, and connect with a local audience. But I feel I have been missing that which brought me here: a connection with the people around me and the possibility of being part of a community.

That's what motivates me to connect with you: the idea of bringing people in my community together. I'm in awe of Michigan's spirit of growth, its history of self-determination and its potential for development. I relate to the essence of Detroit, a city based on hard work, production, and resilience. I connect with Ann Arbor's journey into innovation and change. My values are aligned to the mission of your organization and the vision you have for the state. My background in social media, communications, brand management, event production, and storytelling would allow me to contribute to that mission while doing something that has become increasingly important to me: strengthening my connection to the community around me.

After spending much of my life looking for a place to call home, I'd love the opportunity to help build something here.

ESTEBAN TOUMA

Phone: 616-901-5055
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SUMMARY

Communicator, media producer, writer, and performer with an enthusiasm for the ingenious tools humans create to connect with one another. I am passionate about the ways media and collaborative communication intersect, and the role storytelling plays when trying to understand the world and our role in it.

WORK EXPERIENCE

Babbel - Spanish Content Lead / Senior Content Media Producer Jan 2021 - Present

- **Social Media / Video Production** Scripting, editing, strategy, data analysis for engaging short-length videos, collecting millions of views. Account lead for @learnspanishbabbel
- **Multimedia Production** Podcasts, audio bites, long-form Youtube video, in-app content, graphic design
- **PR / Marketing / CRM Support** Spokesperson for Babbel / Strategy support / PR Campaigns / CRM campaign support
- **Teaching / Coaching / Training** Live classes, and events, coaching instructors, leading workshops

Madison College Chair - World Languages Dept. / Instructor, 2013 - 2019

- Provided leadership and coordinated department's course instruction and curriculum
- Taught and developed curriculum for Spanish classes / Taught English courses "Literature in Translation" and "US Latino Literature"
- Tutorship and Student Guidance

Illinois State University - Teaching Assistant / Assistant to the Editor 2010 - 2012

- Editing, proofreading, design, research support for *Cervantes* academic journal

Unidad Educativa Tomás Moro - Spanish Language and Literature High School Teacher 2010 - 2012 Quito, Ecuador

OTHER EXPERIENCES AND PROJECTS

Love Wisconsin - Media Producer

Wisconsin Life - Wisconsin Public Radio. Contributor - Writer/Producer

Stand-up Comedy and Performance Production

- Producer of Tree Town Comedy Festival
- Featured in Comedy Central, NPR, Sirius XM, The Moth

EDUCATION

Illinois State University / MA, Normal, IL 2010 - 2012
Spanish - Transatlantic Cultural Studies. Foreign Languages, Literatures, and Cultures

Universidad Católica del Ecuador / BA, Quito, Ecuador 2002 - 2008
Communications and Literature

UW Plateville / Adult Education Graduate Level Classes 2002 - 2008
Professional Development

ADDITIONAL INFORMATION

- **Software Skills:** Adobe Creative Suite, Photoshop, Premiere Pro, Canva, Capcut, Dash Hudson, Airtable, Metricool, Slack
- **Languages:** English, Spanish (native), German (beginner)
- **Awards/Certificates** Midwest Journalists Broadcasting Association - Severeid Award, 2024