



LORENS

COVER

LETTER



Once upon a time, in salty Simon's Town, a girl found a grounding solace in books. She didn't quite understand why, only that it stayed with her into adulthood, and slowly shaped a dream: to one day write books of her own.



Every day, she followed that thread. She studied English Literature and Media & Writing. Then she started her career, moving through hospitality, customer service and now marketing & communications.

On weekends, she might drive to second-hand stores as far as Napier, hunting old books and vintage glasses, still half-believing she'll find the golden ticket to the Chocolate Factory tucked inside. Or, she might stay put and bake a carrot cake or foccacia.

One day, scrolling on LinkedIn, she saw someone had reposted a job ad: *Penguin Random House is hiring a Marketing and Publicity Coordinator*. Her favourite publisher. The one she found her “literature identity” in. The house with the most books on her shelf. And the one she gravitated to the most – all the way back to her first Penguin purchase: a pocket classic.

Butterflies. Excitement. Nervousness.





Because of that, she read the role thrice, pinned it on her Google tab and set it aside for two and a quarter days. Coming back to the pinned tab the nervousness dissolved as she realised the description is exactly what she's currently doing.

She runs digital & PR campaigns end to end: with a focus on account-based marketing, the deep and tailored kind, built around diverse sets of clients/audiences. She identifies the value, maps the customer journey, writes the content & copy, crafts the designs, runs the email campaigns, plans the events, manages the budget, and owns the ROI. Not a slice of a campaign, the entire journey, start to finish.

Until finally, she sat down and began to write in this book.

That woman is me. I'm Loren Humphreys, and I'd love to bring my writing, my marketing and communications know-how, and a real love of words on a page to Penguin.

Thank you
for reading
to the
end.

