



Samira Hadid

163 Woodlands Place Algies Bay,
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A results-oriented Marketing Executive with 10+ years of experience in using effective marketing solutions to drive sales growth and boost client brand equity. Plans and supervises overall marketing strategy across various platforms. Specializes in project implementation and management.

WORK EXPERIENCE

Marketing Executive

Strategia Branding
May 2018 — Present

Oversees the company's digital marketing strategies and manages day-to-day admin operations.

Social Media Manager

Blush and Bloom Cosmetics
Dec 2016 — May 2018

Gathered and analyzed data to products. Handled the company's official social media accounts.

Lead Digital Marketer

Reed Paper & Co.
Jul 2014 — Nov 2016

Planned and executed digital marketing strategies that raised organic website traffic by 150%.

SKILLS & PROFICIENCIES

Social media marketing
Interpersonal communication skills
Fluent in Arabic and conversational in French

EDUCATIONAL BACKGROUND

Master's Degree in Integrated Marketing Communications

Tresswood University
2021

Cum Laude, Outstanding Master's Thesis Award

Bachelor's Degree in Marketing Management

University of Goulcrest
2014

Magna Cum Laude, Consistent Dean's Lister

VOLUNTEER WORK & CERTIFICATION

Digital Marketing Manager

Lily River Children's Foundation
Jan 2016 — Aug 2019

Volunteered to run the foundation's social media accounts and spearhead its digital marketing efforts.

Content and Email Marketing Certificate

Murrayfield School of Marketing
Mar 2015

Attended online certification course to strengthen content creation and marketing skills.

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March 16, 2025

Francois Andrade
Director of Marketing

Harper and Partners Inc.
2507 Snowbird Lane
Bellevue, NE 68005

Dear Mr. Andrade,

A cover letter is a three- or four-paragraph document to an employer explaining your interest in a specific job. It's a one-page letter that is usually attached to your resume. This letter should also highlight your fitness for the advertised role.

Writing a cover letter as a mid-career professional is a bit different. But first, start with how you found out about the career opening and why you're interested in the job position. Be specific: use the correct names and titles.

As you write this letter, use clear and readable words. You want to come across as professional and approachable, but not overly formal.

Next, provide examples of why you're the right person for the job.

- Don't hesitate to use bullet points and include numbers that showcase your achievements.
- Rather than simply describe what you've done in previous jobs, show the recruiter or hiring manager what you can bring to the role.
- Express your passion and excitement to be part of the company and the team.

Finally, provide your contact information and how you prefer to be reached. Offer to meet with the reader at their earliest convenience. Thank them for their time and attention, and let them know that you look forward to hearing from them soon.

Before you send your cover letter, read your draft out loud to quickly spot errors and wordy sentences. You can also ask a friend to review your cover letter. Good luck on your job search.

Yours sincerely,

Samira Hadid