



# Laila Kumar

123 Anywhere St., Any City  
123-456-789  
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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. Specialises in project implementation and management.

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## Educational Background

### Saraswati University

Mumbai

Master's Degree in Integrated  
Marketing Communications  
2021

Cum Laude

Outstanding Master's Thesis  
Award

### University of Sanskriti

New Delhi

Bachelor's Degree in Marketing  
Management  
2014

Magna Cum Laude

Consistent Dean's Lister

## Work Experience

### Marketing Executive

Stratega Branding

*May 2018 to Present*

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

### Social Media Manager

Blush and Bloom Cosmetics

*December 2016 to May 2018*

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

### Lead Digital Marketer

Vipas Corporation

*July 2014 to November 2016*

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

## Skills & Proficiencies

- Social media marketing
- Interpersonal communication skills
- Fluent in Hindi & English and conversational in French

## Volunteer Work & Certification

### Digital Marketing Manager

Saraswati's Foundation

*January 2016 to August 2019*

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

### Content and Email Marketing Certificate

Pragati School of Marketing

*March 2015*

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

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16th March 2025

Dear Mr. Sanil,

Sanil Singh  
Director of Marketing  
Kumar and Partners Inc.  
123 Anywhere St.,  
Any City

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,

**Laila Kumar**