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Motivation letter

My name is Jonathan Mizero and I am writing a support document for the role of Sales and Marketing Intern. I have 4 years in a similar field mostly focused on blockchain and web3 projects as stated in my CV.

Without too much ceremony, I am going to keep it short as most of the recruiters rarely read them anyway.

Researching on marketing tools and strategy is mostly an issue of market segmentation, more your clientele is separated by common traits either income, age and hobbies is a good place to start on how to do research on tools and strategy. Young people are more online and don't spend nearly as much but have a bigger velocity factor, contrasting to old people who are willing to spend more but seldomly grow as a market.

With such segmentation, you can already see where to focus depending on who designed the target, you can piggyback on different viral moments (especially since there seems to be many on climate change) and insert the company message. You can also partner with different influencers to spread the message around and finally partnership with digital communities seems to be the easier and cheapest route as they already have an eager audience.

The message to be shared should be brainstormed by the team based on previous market campaigns and see which worked and repeat it and what did not and improve it or drop it. With a good successful campaign, it is fairly easy to ramp up sales.

I am confident the specificity needed in the role is no different than what I did in the past, especially NFT launch and sales, it is the same modus operandi improved upon by pre-existing company culture.

Sincerely

Jonathan Mizero