

Name

Piscataway, NJ
908-XX ♦ XXXXXXXXXX@gmail.com

Digital Marketing Professional

Dear Recruiter or Hiring Authority,

Please consider my enclosed resume and credentials as my application for the Communications Specialist position at your company. Review of my qualifications will showcase demonstrated experience in the development and execution of strategic online marketing plans and implementing successful eCampaigns. These experiences have enabled me to strengthen marketing and brand awareness in competitive markets, and to effectively utilize competitive analysis, market research and statistical surveys to assess business plans and provide solutions that foster growth. I am certain that my motivation, academic experience, digital marketing expertise and professional demeanor will make me an excellent addition to your team.

Other highlights of my career that exceed the expectations of your company would be:

- Exceptional academic qualifications, including a Cum Laude Bachelor of Arts in Communication Studies with a concentration in Contemporary Media Environments and my current pursuit of a Master of Science in Communication Management.
- Developed and delivered a social media marketing campaign for two startup companies, FunTimes Magazine and La Brodegas.
- Generated quarterly reports on marketing and sales figures, providing analysis and recommendations to senior leadership as required. Utilized eMarketer and Salesforce to do market research.
- Oversaw online customer engagement including forums, and web posts with the use of programs like; Cision, HootSuite, SproutSocial, and Lithium.
- Ensured that all reviews and grievances were responded to quickly through the use of Conversocial and made sure they were in line with company brand messaging.
- Recently obtained certifications in Social Media Marketing, Marketing Foundations: Social Media, and Social Media Marketing for Small Business.

In particular, the strong relationships cultivated with clients, team members, upper management, and the community has resulted in significant increases in the success of numerous projects and a stellar reputation in the industry. It would be a pleasure to work with your corporation where diversity, efficiency and customer satisfaction comes first. My resume will provide additional details concerning my accomplishments. I welcome the opportunity for an interview to discuss the performance you can expect from me.

Thank you in advance for your time and consideration. I look forward to hearing from you soon.

Sincerely,
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Enclosure