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**Hiring Team**

Switch Key Digital

Sydney, NSW

**Re: Application for Junior Marketing Coordinator Position**

When I revamped the social media strategy for Layby Surgery, I wasn't expecting a 25% spike in engagement within just three months. But by creating content that resonated deeply with our audience, I learned a crucial marketing truth: people engage with stories, not slogans. Switch Key Digital's emphasis on human-centric, sustainable brand growth is a perfect match for my belief that marketing thrives when it's personal, authentic, and rooted in shared values.

At Purple Patch Consulting, I applied this philosophy to comprehensive campaign planning, leveraging insights from tools like Google Analytics and SEMrush to tailor strategies that balanced data precision with creative storytelling. The results? Tangible business growth and stronger client relationships. Alongside this, I've developed technical expertise in platforms such as Canva, Klavio, and WordPress, which I've used to craft visually compelling and impactful content. These tools have become the backbone of my approach to digital marketing—marrying creativity with strategy to deliver results.

But there's more to marketing than just analytics and ad spend. From planning community events to collaborating on digital campaigns, I thrive in environments that value collaboration and innovation. My ongoing project—a workflow that combines AI tools like Claude with web automation—underscores my commitment to staying at the forefront of marketing technology. Equally, my participation in a TAFE Project Management course reflects my drive to enhance organizational skills and lead with efficiency. I'm excited about the prospect of bringing this proactive learning ethos to Switch Key Digital's team.

Switch Key Digital's collaborative culture and focus on long-term growth reflect a forward-thinking approach that truly resonates with me. I'd welcome the opportunity to discuss how my blend of creativity, technical expertise, and a knack for building audience connections could support your mission. Let's connect to explore how I can help your clients stand out with thoughtful, impactful marketing strategies.

Warm regards,

**Thomas Condran**