

Karen Wren

Toronto, ON 

647.507.9533 

karenmwren@gmail.com 

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Re: Senior Marketing Manager

Dear Hiring Team,

I would welcome the opportunity to discuss with you the **Senior Marketing Manager** role, as I believe that I possess the necessary skills to execute the role successfully while coming to you with a pro-active approach, exceptional work ethic, and a passion for building long-lasting and trusted relationships with my colleagues, peers and clients.

I'm a creative and results-driven Senior Marketing Professional, with extensive client and agency side experience in building brands and developing and executing integrated marketing communication programs. My success throughout my career is largely due to my ability to prioritize responsibilities and translate the overall business objectives and goals into an integrated marketing communications strategy. I embrace the challenge of delivering marketing programs in the right way, at the right time, that add value to the intended audience and help build meaningful relationships between them and the organization.

I have a history of success in:

Brand and Strategy Development

- Managing the company's strategy development and the implementation of brand communications including supporting and reinforcing the brand value proposition with relevant audiences and partners, focusing on improving brand awareness and growing revenue.
- Possessing a strong analytical mindset and have the proven ability to quickly grasp unstructured situations, drive insights from both quantitative and qualitative data, and present results and recommendations in a clear and concise manner for senior level stakeholders and broader audiences.

Marketing Communications

- Creating integrated marketing communications plans that sets out budget, goals and objectives, key messages, activities, channels and timelines.
- Successfully managing, measuring, and enhancing the company brand using traditional and digital media, public relations, special events and other promotional strategies to optimize results.

Managing Internal and External Relationships

- Possessing a leadership style that focuses on engaging team members to communicate, dynamically solve problems and deliver the highest quality solutions.
- Building strong relationships with a diverse range of clients and internal teams (sales, operations, IT, graphics designers, senior executives and stakeholders) to allow for the creation of successful marketing communications across a variety of platforms to a number of different audiences.
- Managing a range of external vendor relationships (creative agencies, public relations, media agencies, printers) to complement internal capabilities and maximize value to the organization.

I am an effective manager, a relationship builder with a strong financial acumen, and believe in the value of creating meaningful connections between audiences and the organization. Based on this role's job description, I believe I could be very successful in the position and contribute to the team's continuing success.

I would appreciate the opportunity to meet and further discuss my qualifications and provide any other information you may require. Thank you in advance for your time and consideration.

Sincerely,
Karen Wren