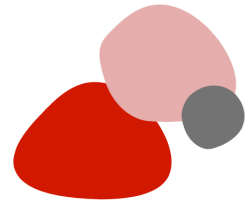


NINA GAD

COVER LETTER



Hello,

I am excited about this opportunity and would like to submit my resume for it.

As you will see from the attached resume, I have a diverse over 15+ years of experience full of success and failures that I learned and gained experience from.

As a passionate marketer, I studied integrated marketing communications and mass communication before upgrading my skills and studying digital marketing, digital analytics, content marketing, advertising, brand management, and go to market strategy.

I worked for the agency side, the corporate side, with NGOs, and startups. I worked in different markets like North America, Africa and the MENA. My clients and accounts were from the IT, financial, and Educational sector.

I designed many demand and lead generation campaigns, created content in many different forms whether for landing pages, webinars, sales enablement, and case studies. I created different value proposition messages and SEO strategies to position and create product value for my target customers and grant them the right experience to make their journey an easy one.

Personally, I have to admit I am an ambivert who is very passionate about her work. I pay attention to details, I enjoy working with design thinkers and creative people, and I consider myself a leader and a problem solver. I specialize in account based marketing, B2B customer marketing, product marketing, and digital marketing communications.

Academically, I have an MA in journalism and mass communications, a digital marketing diploma, a digital analytics certificate, agile project management certificate, and soon I will resume my business innovation and design thinking studies.

Hope what's mentioned above gave you a good idea about me, all I ask of you is to consider how difficult it is for people to apply for a good role nowadays and how draining the job application process is like so kindly if I am your right candidate let's schedule sometime to discuss this role and what I can contribute to it.

That been said, I look forward to virtually meeting with you soon.

Kind regards,
Nina Gad