


Shih-Lun Jason Chen

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Dear whom it may concern,

I am excited to apply for the role of Sr. Marketing Manager, as advertised on LinkedIn. As a savvy marketer with a wealth of experience in brand marketing and integrated advertising, I believe this role is a perfect fit for me and will provide an excellent opportunity for me to contribute to the accelerated growth of the Simply Group brands.

With more than eleven years of marketing communications experience with leading B2C brands, I have shown a proven track record of creating award-winning marketing campaigns and result-driven success. I have in-depth experience in building an omni-channel brand voice, planning and executing integrated marketing strategies from end-to-end, developing and optimizing digital performance campaigns, and analytics-mining to drive strategy and new opportunities. By leading internal cross-function teams and external agencies, I am adept at directing creative development and production, overseeing media planning and buying, as well as managing relationships between different functions to ensure all facets of the campaign are flawlessly executed. I am confident that my integrated marketing acumen, especially digital and social expertise, will be tremendously valuable as the brand champion of Simply Group.

As an avid student of marketing and advertising, I have a superb understanding of the industry trends and best practices. I'm fueled by my curiosity and I am always striving to find new ideas to that resonate with the target audience. I would love to have an opportunity to strengthen the Simply Group brands by developing innovative marketing campaigns that create engaging experiences for consumers. Please find a copy of my attached résumé and I can be reached anytime at 647-686-0313 or shihlun.jason.chen@gmail.com. Thank you for your time and consideration!

Best regards,

Shih-Lun Jason Chen