**Karen Sabreena Outar, PMP**

**MARKETING MANAGER, STRATEGIC LEAD AND OMNICHANNEL MARKETER**

Telephone: 416-738-7871

Email: karenoutar@outlook.com

March 15, 2021

Simply Green

2225 Sheppard Ave. E Suite 800

Toronto ON M2J 5C2

Re: Senior Marketing Manager

Dear Sir or Madam,

I am writing to you because I am a Marketing Project Manager with knowledge and experience in the financial sector, government and retail marketing space who is interested in pursuing a new role within your organization. I saw this position on Indeed.ca.

As a Manager, Product Marketing Strategy, my position at Scotiabank has allowed me to work cross-functionally with partners while leveraging my strategic thinking to plan and develop integrated omnichannel marketing campaigns that support new customer acquisition of credit card products. Most recently, the marketing campaign supporting the Scotiabank Momentum Visa Infinite card saw an application rate of 61% before its pause in March due to COVID-19. Also, a YouTube video developed for this campaign garnered over 1MM views in the first two months of it being posted.

My past position as Senior Marketing Planner for the LCBO Marketing Integrated Programs has allowed me to hone my superior project management abilities. I led multiple projects from development to completion, while working with both internal and external partners. When working on the Ready-to-Drink Advertising Campaign, the business's profitability was driven as the campaign garnered $143M in sales for the category over six months. This project involved many facets, including 14 tactics spanning six promotional periods, with some tactics appearing in multiple periods. I was able to use and build on my relationships with both internal and external partners to create this campaign and ensure that the communication strategy met our key strategic objectives to produce a successful campaign for the category.

Working on the Integrated Programs team has allowed me to become involved in some exciting programs that have yielded favourable results. In my 11 years with the LCBO, I have had the opportunity to:

* Develop and strategically plan 2015 Ready to Drink External Advertising campaign to deliver results and yield over $2M in supplier funds, to ultimately generate $143M in sales to date for the category ($12.6M over plan)
* Effectively plan and execute the Canadian launch of Game of Thrones wines, which sold out at its pre-launch within hours
* Perform research and analysis, and obtain information to produce strategic marketing briefs (project briefs, project plans, RFS, to name a few).

Also, I have completed my Certified Marketing Specialist Designation as of 2010, and I have also accomplished my Project Management Professional (PMP) designation in December of 2014. I continue to build on my skills, and I am currently working towards my MBA in International Business with the University of Cumbria. I should also mention that in 2014 I was awarded the first LCBO Sales & Marketing (SMi) Award in personal development.

These are just a handful of my accomplishments from working at both Scotiabank and the LCBO. I am also submitting my resume for your review. I would love to have the opportunity to sit down with you and provide more detail regarding my achievements. Please feel free to contact me at (416) 738-7871 to set up an appointment when we can sit down and discuss my professionalism and credentials. Thank you for your consideration.

Sincerely,

Karen Sabreena Outar

Encls.