

Cover Letter



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0403008446



14 Mara Close Wantirna South 3152

30 October, 2020

Mr. Roger Jackson
Human Resource and General Manger
Weatherbeeta Pty. Ltd, Horseland
6/8 Moncrief Rd
Nunawading VIC 3131

Dear Mr. Roger Jackson,

RE: Digital Marketing Manager position

I am interested in applying for the Digital Marketing Manager position with Weatherbeeta Pty. Ltd as advertised on the SEEK website on 21 October 2020. This position sounds an exciting opportunity and matches my experiences, skills and qualification. Over 15 years of experience in business, sales and marketing and four years in digital marketing would allow me to excel in this role and my professional goals align fully with the job description. Please consider the enclosed resume for detailed information.

My multidisciplinary educational background which includes a master in Digital Media from Victoria University and diploma in business management and certificate II in customer engagement, has given me additional insight into the challenges we may face. I am excited to approach the company's objectives and deliver customized solutions to the clients. I am well developed in written & oral communication skills and adaptable when participating in a teamwork. I can work independently and innovatively while following the rules of the organization. I learned to be patient and listen to the customers' stories and empathise with them. I love to grow in a challenging environment when finding solutions for the problems.

From June 2020, I work with Maribyrnong City Council as the Marketing Development Manager in a project with the aim of improving marketing strategies of the local businesses in response to COVID-19 pandemic. The focus is to assist the businesses to improve their digital marketing. I have helped diverse businesses to overhaul their digital marketing strategies which could result in the increase in sales and average benefit of the businesses during lockdown restrictions. A comprehensive portfolio is prepared based on this project and will be submitted upon your kind request.

I am also adept at:

- Applying new CRM tools to collect customers' data
- Leading projects and managing marketing teams
- Preparing marketing proposals
- Developing workshops
- Undertaking market research
- Conducting interviews and surveys
- Data-driven analytics
- Documenting the events' outcome
- Developing SEO, SEM, Social media marketing, Email campaign

Thank you for your time and considering my application. I look forward to discussing my skills and experience in detail in an interview. You can reach me directly at my mobile number 0403008446 anytime. I will be in contact in a week if I don't hear back to ensure my application has been received.

Yours Sincerely,

Atousa Ghahranami