**Lot 7 Johnaton trace, Cunupia**

**477-8386**

**edalgety22@gmail.com**

To whom it may concern,

In this dynamic business environment you need employees who have proven their worth in the field and can add value to your organization. As a Senior Marketing Executive, I am always conscious of how I can promote awareness of the brand I represent, to those within the organization, those familiar with our services and those new to the company by executing and implementing marketing plans to meet company goals.

Furthermore, I have the personality and experience needed to connect with consumers and to determine the targeted audience with the most interest in the products you offer. I can assist in creating promotions and advertising campaigns that will help generate brand awareness and increase sales. Crisis Management is also an area I am quite familiar with having encountered a number of challenging circumstances all of which were dealt with effectively and efficiently.

Having been in the marketing field for a number years, I can say that I have adapted to the changing tides, and am versed in blending traditional marketing practices with new media to effectively position your company for maximum exposure and engender brand loyalty and advocacy.

Although I do enjoy my current position, I am exploring opportunities for growth as a senior marketing executive (or any similar post) where I may continue to provide strong and decisive marketing leadership.

I await your favourable feedback.

Respectfully,

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Ester Dalgety

**Lot 7 Johnaton trace, Cunupia**

**477-8386**

**edalgety22@gmail.com**

Esther Dalgety

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| Objective | I aim to be in an environment where I can improve upon my skill set. Thereby fostering both professional and personal growth, to ultimately make a meaningful impact on my country and workplace. |
| Skills & Abilities | Event Planning, Social Media content creation and Webpage Management. Basic Accounting. |
| Experience | Mapau casino Promotions Supervisor andSenior Marketing Executive **February 2015 – 2016**   * Meeting with companies clients and resolving their complaints. * Establishing social media presence for company which included creating a webpage, Facebook, Instagram and Twitter page. * Crafting informational brochures for the sales team. * Event planning for various corporate functions. * Hiring and training of staff members for varied promotions. * Drafting financial projections for each promotional project undertaken.  Mapau casino Marketing Representative **2012 – 2014**   * Interacting with customers, creating & executing promotions * Management of promotional team. |
| Education | Introductory Level for C.A.T  Subjects                                  Grades  English A                                     1  Office Procedures                       2  Social Studies                               2  Mathematics                               3  Information Technology           3  Principles of Accounts               3  Principles Of Business               3 |
| References | Available upon request |