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Dear Hiring Manager,

I'm reaching out to Esri to express interest in the role of Industry Marketing Manager. I'm interested in this position because it blends strategic campaign execution, data-driven decision making, and community-focused marketing, all of which I've had hands-on experience in both professional responsibilities and leadership positions.

In my current position as Marketing Campaign and Content Manager at the UCR School of Business, I create and execute multi-channel campaigns to achieve engagement and awareness goals. I regularly utilize softwares like Hootsuite and Meta Business Suite to analyze performance data in order to improve strategy, which has led to a 20% increase in engagement. One example is the "Back to Biz" campaign, which generated over 27,000 views by aligning messaging, visuals, and timing around audience needs. I also produce performance reports and translate metrics into clear insights that help guide future campaign decisions.

Alongside this role, I founded and led the marketing campaigns for Girly Grime, a small fashion brand. This experience has strengthened my ability to manage campaigns end-to-end from defining brand messaging and positioning to executing launches, collaborations, and live sales. Building and engaging a digital community of more than 20,000 viewers has taught me how to listen closely to audience feedback, test approaches, and adjust strategy based on real performance data skills that directly align with Esri's emphasis on audience understanding and long-term market strategy.

I am particularly excited about Esri's focus on working closely with subject matter experts, partners, and professional associations. Through my leadership roles as Co-President of the Association of Information Systems and Vice President of the Women's Business Association at UCR, I regularly coordinate across teams, manage timelines, and build partnerships to deliver workshops and events. These experiences have prepared me to collaborate effectively with internal stakeholders, external partners, and community members to support integrated marketing efforts.

Esri's mission to create positive global change through GIS technology strongly resonates with me. I am motivated by opportunities to help translate complex ideas into clear, engaging marketing that builds understanding, trust, and community. I would welcome the opportunity to contribute my campaign experience, analytical mindset, and collaborative approach to Esri's industry marketing team.

Thank you for your time and consideration. I look forward to the opportunity to further discuss how my background and interests align with this role.

Sincerely,
Gina Gardea