

08 May 2020

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Chief Executive Officer,  
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Respected Mr. Vignesh,

RE:Application for Chief Marketing Officer position at IEDC TKMCE Executive Committee  
2020-21

As a young and motivated Digital Marketer,I am extremely interested in submitting my application for Chief Marketing Officer position in Execom 2020-21 of IEDC TKMCE. Being a strong believer of the popular marketing quote "Content is fire,Marketing is gasoline",I have been always excited to stay updated with the fast paced marketing trends.

My internship experience in Digital Marketing have helped me to implement effective marketing strategies,launch campaigns,generate leads and involve in the real industry culture and helped me to collaborate dynamically with peers and clients on marketing projects.It also helped me to update myself as a trained Marketer.Being a Google certified Marketer,I have a clear understanding of the core concepts of Marketing and develop proficiency in basic and advanced aspects on the same.

Being active in various Social media platforms like LinkedIn,Instagram,Twitter and Facebook,I could gain an experience on Social Media Marketing to reach my various contents to the targeted audiences.Also being a passionate blogger,I could use these social media to reach into my targeted audience and work to drive more qualified leads back to my content.While doing Content Marketing for my Blog,I could experience and learn many marketing strategies and figure out what will work and what won't while doing an empathetic marketing.I am an active member in various marketing communities that spread over the state that always motivates me to update myself in the industry,where I think I can promote contents,initiatives e.t.c from IEDC TKMCE into wide passionate audience.

While growing my passion for marketing I could enhance my Network, that I think I can contribute to the overall growth of IEDC TKMCE by reaching out to various industry experts especially in the field of Entrepreneurship. Also being the Year coordinator of one of the technical organization in the college for the academic year 2019-20, I could coordinate some technical events in college that helped me to grow my leadership skill. Having a strong Entrepreneurial spirit, I could get a well exposure to various startup ecosystem under Kerala Startup Mission. Being an active member of IEDC TKMCE for the last two years and also a part of IEDC TKMCE web team, I could observe and understand how IEDC have played a big role in the growth of various startups raised from the campus and its efforts to promote student entrepreneurship. Having a passion on involving in startup ecosystem, I think being a part of IEDC will be a great step for me to grow my career in Entrepreneurship and moreover it will be an opportunity for me to be inspire my college mates to drive them into Entrepreneurial spirit.

I hope that the skills and experience I mentioned here are a right set to be an asset for IEDC TKMCE as Chief Marketing Officer. Eagerly looking forward to be a part of IEDC TKMCE.

Your Best Regards,

Muhammed Rizan KP