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123 Business St  
Geneva, CH 1202

JT International AG  
Hiring Manager  
456 Corporate Ave  
Geneva, CH 1202

Geneva, 15.10.2025

**Subject: Application - Ploom Brand Strategy Manager**

Dear Hiring Team at JT International AG,

With over 15 years of experience in business development and a strong background in project management, I am excited to apply for the Ploom Brand Strategy Manager position. My expertise in market analysis and strategic planning aligns well with the responsibilities outlined in the job description.

I possess a solid commercial acumen, having successfully led cross-functional projects that enhanced brand engagement and performance. My trilingual capabilities (English, French, Spanish) enable me to navigate multicultural environments effectively, ensuring successful collaboration across teams.

In my previous role, I spearheaded a market entry strategy that resulted in a 30% increase in market share within the first year. My ability to adapt global strategies to local market dynamics has consistently driven successful outcomes, as evidenced by my track record in optimizing marketing investments and enhancing brand equity.

I am available for an interview at your earliest convenience and am open to relocation if necessary. I look forward to the opportunity to contribute to the Ploom brand's global journey.

In practice, that means I work on the work with attention to clarity. I prefer concrete steps — defining the scope, setting a simple plan, and adjusting based on feedback. I keep it readable: short updates, a clear call-to-action, and timelines people can accept. Kind regards,

Juan-Bernardo Rivero