

ISAIAH PEGUES

Senior Marketing Manager Content & Product (m/w/d)

To
ENERCON

From
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Dear ENERCON,

I am excited to apply for the Senior Marketing Manager Content & Product position at ENERCON. With extensive experience in B2B content marketing and product marketing, particularly in technology and industrial sectors, I am well-equipped to develop innovative, cross-channel strategies that effectively position ENERCON's products and solutions in the market. My background in digital marketing and thought leadership aligns perfectly with ENERCON's mission to enhance visibility and perception in a dynamic, international environment.

At Wercflow, I successfully scaled the platform to 20,000 users without paid marketing by developing automated workflows that significantly increased user engagement. My role involved leveraging performance analytics and SEO strategies to optimize digital marketing efforts, which directly contributed to enhancing brand visibility. This approach is documented in my case study, "From MVP to Monetization in 3 Hours," available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

Additionally, during my tenure at 19th & Park, I crafted compelling content strategies that resonated with cross-generational audiences, driving brand engagement and customer loyalty. By utilizing user-generated content to facilitate sales enablement, I was able to achieve an 11% increase in conversion rates. My experience in developing thought leadership pieces further positioned the agency as a key player in the creative marketing space, which I believe can be replicated at ENERCON.

I am eager to bring my expertise in content strategy and digital marketing to ENERCON and contribute to its growth and innovation. I look forward to the opportunity to discuss how my background and skills align with the goals of your team. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)