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July 30th, 2025

Hiring Manager

McGaw.io

**SUBJECT:** Application for Senior Project Manager (MarTech) at McGaw.io

Dear Hiring Manager, I am writing to express my enthusiastic interest in the Senior Project Manager (MarTech) position at McGaw.io. Your company's reputation for building powerful marketing stacks and enabling data-driven growth decisions resonates deeply with my professional passion. With over 10 years of project management experience, primarily within a fast-paced, global consulting environment, I have a strong record of leading complex digital projects for high-profile clients in retail, travel, and finance.

In my role at Globant, I frequently addressed the challenge of helping clients enhance customer engagement and revenue through technology. For example, I led a program for Dick's Sporting Goods focused on optimizing their e-commerce platform. I steered cross-functional teams through a data-driven process of identifying key performance issues, creating a strategic roadmap, and executing agile sprints to deliver targeted improvements. This initiative resulted in a 40% improvement in Core Web Vitals and a significant uplift in platform efficiency and user experience.

My approach is both consultative and data-driven. I excel at managing multiple concurrent workstreams, developing detailed client roadmaps, and ensuring projects are delivered on time and within budget. I am adept at using project management tools like Jira and Confluence to track metrics, manage resource allocation, and maintain clear communication with all stakeholders, and I am a quick learner ready to master Trello and Harvest. My experience implementing Salesforce Marketing Cloud and tailored advertising solutions has given me direct insight into the MarTech landscape you operate in.

I am confident that my skills in client service, strategic planning, and meticulous execution align perfectly with the requirements of this role and McGaw.io's commitment to delivering high-quality outcomes. I am eager to bring my proactive mindset and passion for clarity to your team.

Sincerely,

Sebastian Ochoa Alvarez