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July 30th, 2025

Hiring Manager

Ladies Professional Golf Association (LPGA)

SUBJECT: Application for Marketing Project Manager at Ladies Professional Golf Association (LPGA)

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Marketing Project Manager position at the Ladies Professional Golf Association (LPGA), which I discovered on LinkedIn. With over 10 years of experience managing complex, cross-functional projects in dynamic environments, including media and retail, I am confident I possess the skills to optimize your marketing operations and drive successful brand initiatives.

My background involves orchestrating all project elements from conception to completion, mirroring the responsibilities outlined in your job description. I have extensive experience defining project scope, establishing timelines, setting and tracking KPIs, and managing budgets to ensure on-time delivery. At Globant, I led initiatives for clients like Royal Caribbean and Dick's Sporting Goods, managing campaigns that included digital marketing, AI-driven applications, and e-commerce platform enhancements, which directly aligns with the deliverables you require.

I am an expert in using project management software like Jira, MS Teams, and Slack to foster collaboration and streamline workflows, and I am adept at quickly mastering new tools like Asana. My adaptive approach to project management, combining Agile and traditional methodologies, has consistently led to process improvements and greater team efficiency. For example, I drove a 40% performance boost on an e-commerce platform by optimizing development cycles and fostering clear communication across teams. I am excited by the opportunity to bring my proactive planning and leadership skills to the LPGA and contribute to your team's success.

Thank you for considering my application. I look forward to discussing how my experience can benefit the LPGA.

Sincerely,

Sebastian Ochoa Alvarez