

To: Russell Rainey
From: Xavier Alexander Manderson II
Subject: Exploring an Opportunity with Your Marketing Team

What I've Been Learning

Here are a few key takeaways and thoughts I've picked up so far:

- First I wanted to learn more about what the company is and what you sell and feel up to speed on what the products are and what they would be needed for as well as the 1-2-3 system for the levels of compression
 - Also the Mission Statement stood out to me **“deliver the highest quality compression garments that provide both comfort and optimal results during the crucial post-surgical healing period”** as long as that's the focus then everything else will fall into place around that
 - As far as marketing I have been learning some of the entry level terminology through an online course and the different types of marketing and advertising strategies (direct, digital, and performance marketing)
 - Also using different advertising platforms with social media being the most prominent at the moment yet email marketing always being one of the top performers as well
 - I have also identified the competitors in the market being marena, macom medical, and lipo elastic
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What I'm Eager to Learn More About

I'm not an expert yet—but I'm soaking up everything I can. A few questions I'm excited to explore:

- Are most of your sales direct to consumer? Business to Business? Or Wholesale?
- Is there still a stigma in society about cosmetic surgery in general? And how have you worked through that in your time in the industry?
- What types of marketing and advertising have currently been working the best for Rainey Wear?

- Who are the top surgeons and doctors you are working with now? And what do those relationships look like?
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Skills & Tools I'm Comfortable With

Here's a quick snapshot of platforms and skills I bring to the table already:

Technical & Digital:

- YouTube University
- Chat GPT & Other Artificial Intelligence Models
- Meta, Google, And TikTok Ads
- Email Campaigning (Mailchimp, Hubspot, AWeber)
- Website editors (Wix, Squarespace, Odoo)
- Social media trends (IG, TikTok, Facebook, X/ Twitter, LinkedIn)

Creative & Soft Skills:

- Copywriting & storytelling
 - Visual content planning
 - Research & competitive analysis
 - Open-minded, quick learner
 - Team communication & collaboration
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Final Thoughts

I'm genuinely excited about the possibility of learning from you and contributing to your team in any way I can. Whether it's through helping with day-to-day tasks, building content, or shadowing current projects—I'm ready to show up and work hard.