MARKETING MANAGER COVER LETTER SAMPLES

SAMPLE 1

Dear Mr. Freddie Crawford:

Having elevated the performance and profitability of organizations in the education, healthcare, and technology sectors through expert alignment of innovative marketing and advertising strategies, I am writing to offer your company more than 15 years of experience in Marketing Management.

I have proven ability and specialized knowledge of SEO/SEM, Email Marketing, Website and Landing Page Optimization, New Media, Market Testing, Direct Marketing, TV/Print/Radio advertising, and Social Media Marketing. I am highly skilled at consumer lead generation, cultivation, and conversion through a highly successful combination of traditional and online marketing, utilizing emerging technology to generate unsurpassed growth and revenue.

I possess superior analytical and creative talents, strong project management and planning ability, and have a motivational leadership style that has resulted in double and triple revenues for corporations. As a reputable and honored contributor to many top organizations, I am confident in my abilities to generate superior results for your company as Marketing Manager.

A sample of key contributions includes:

* Spearheaded efforts that increased premier revenues by 121% (from $24.8M to $54.8M) and premier leads by 43%. Focused emphasis on search engine optimization, tested paid search copy and landing pages to improve lead quality. Ensured key partnerships with websites that sourced high quality leads.
* Analyzed and identified several opportunities for improvement related to Google search and SEO rankings. Implemented new strategies to gain links from high SEO sources. Ensured sites were ranked by 3rd party content and social media vendors. Created new PR strategies and expanded web content, leading to 69.6% SEO lead increase. Achieved #1 or #2 ranking in search engines results for online degree related searches.
* Created more robust and effective marketing plans that increased target marketing campaigns and digital advertising, resulting in increased website hits by 250%, new student leads by 233%, and new applications by 142%.
* Pioneered new marketing department, leading company to winning its first million dollar project.
* Procured new clients, leading to 900% revenue growth from $500K to over $5M in only 2 years.
* Designed highly effective customer acquisition campaigns generating 4-6X greater than the industry average.

As a detail-oriented individual with a passion for excellence, I am adept at listening to client’s needs, then analyzing and implementing the best designed solution. I have devoted my career to developing the vision and leadership that fosters brand recognition and growth while positively impacting businesses and communities.

Please accept this letter and enclosed resume as an introduction to my skills and background. For a more detailed presentation of my offerings, feel free to contact me at your earliest convenience to schedule a conference. Thank you in advance for your consideration, and I look forward to our conversation.

Sincerely,

Stanley Brady

SAMPLE 2

Re: Marketing manager position advertised on Monster.com

Dear Ms. Ramos:

I read your advertisement for a marketing manager with great interest. If you are seeking to augment your leadership team with an experienced and accomplished marketing professional known for breakthrough results, please consider my enclosed resume.

As JKL Company’s marketing manager since 2015, I direct all phases of both the creative and technical elements of marketing initiatives including data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies.

Perhaps most importantly, I offer a history of proven results, as evidenced by the following marketing accomplishments for my current employer:

* **Captured a 28% expansion in customer base since 2015,** achieved during a period of overall decline in the retail industry.
* **Led national marketing campaign** (comprised of trade show, media and PR initiatives) of company’s newly launched technology services division.
* **Developed and executed SEO strategy** that achieved and sustained top 3 rankings on Google and Bing (organic, nonpaid results) for key product search terms.
* **Oversaw creation of new company logo** and rebranded 100+ products to cement a cohesive corporate identity and support new company direction.

Given the opportunity, I’m confident in my ability to achieve similar groundbreaking marketing results for XYZ Company.

Ms. Ramos, I would welcome the chance to discuss your marketing objectives and ways I can help you attain them. Feel free to call me at 555-555-5555 to arrange a meeting. I look forward to speaking with you.

Sincerely,

Marie Jones

SAMPLE 3

Cody Fredrickson

(123) 456-7891

cfredrickson@email.com

May 1, 2018

Dear Hiring Manager,

I am very excited to apply for the Marketing Manager position at Cloud Clearwater. I find great satisfaction in helping others create and enhance their brands. As a people-pleaser, I will not rest until every client is content with their results. After working in marketing and advertising for over seven years, I'm ready to take my career to the next level at Cloud Clearwater.

I have spent the last five years as a brand manager at Crane & Jenkins. I oversee the creation and development of logos, digital and print ads and other client-facing marketing materials, all while tending to the needs of the client. I often work with upward of five clients at a time, which gives me valuable experience in prioritization and organization. My responsibilities include coordinating meetings and project deadlines as well as managing a production team.

The position at Crane & Jenkins allowed me to develop a keen eye for detail when collaborating with graphic designers and copywriters. Earlier in my career, I worked as a graphic designer, so I am also capable of providing assistance and guidance to any creatives I work with when developing a brand. Client satisfaction is always my top priority, and I am willing to put in the time and effort it takes to achieve whatever goals they have set.

Thank you for taking the time to read this letter and review my resume. I look forward to further discussing this position with you. I am confident that my skills make me a fitting candidate for the Marketing Manager position at Cloud Clearwater, and I am excited to move forward in the hiring process.

Sincerely,

Cody Fredrickson

SAMPLE 4

Dear [Mr./Mrs./Ms.] [Manager’s Name],

Thank you for the opportunity to submit my application for the Marketing Manager position. I have over 6 years of experience in the marketing industry, and I wish to continue to succeed in the field.

In my current role as Marketing Manager for L’Oreal, I have developed product- centric promotional campaigns which are projected to grow our year-on-sales figures by $400,000. I have recruited, hired, and trained the vast majority of our current marketing specialists, all of whom have contributed to improving our overall sales goals by 24%.

Additionally, I have also:

* Managed corporate marketing functions with a budget of $2m, including brand management, product launch, advertising, marketing collateral, and events
* Led the design of new packaging elements for Panasonic which saving $50K incosts, and earned our company Green Award for utilizing cheaper,environmentally-friendly materials
* Established a new social media team that grew our web presence and global brand awareness by 34%

With a background rooted in sales and marketing, a drive to take charge in this ever- changing industry, and the core skills required to effectively manage a dedicated marketing staff; I am certain that I would prove to be a great asset to your already talented team.

I want to thank you again for allowing me the opportunity to apply for this position. I look forward to hearing from you soon.

Sincerely,

[Your Name]

SAMPLE 5

Dear Mr. Coolwarm,

Your job description for the Marketing Manager position at Paradox Analysts matched so well with my qualifications, I couldn’t help but apply. I am coming off my fourth consecutive year exceeding targets by a wide margin under a similar role. However, the time has come for me to take my success and rise to new challenges.

Much like how you need someone with experience in market share growth, as the Marketing Team Leader at Bacon Enterprise, I am the point person for our expansion campaigns within the 18-35 age group. This isn’t easy as we face competition from several organizations that are twice our size. Such competition only makes me more driven, and this year we just completed our successful viral strategy that I organized. We took in over $100,000 more in sales than predicted, and our share in the market increased by 17%. This was in part due to my Raffles and Prizes Initiative with local business partners.

Paradox Analysts need someone to take charge of the expansion team, which is right up my alley. I know your competitors; in fact, I have worked with several, and I know that your organization prides itself on its unique approach to analytics. That is what I love most about this opportunity. Paradox Analysts blazes its own trail with its innovative technology and research, which would provide me with tremendous career growth.

I know I am the right person for this job, and I look forward to the opportunity to prove this to you in person. If you need anything else from me, please feel free to reach out.

Sincerely,

Sam Pigwhistle