Company details

Date

Dear recruiter,

I am interested in the marketing manager position you have posted. I have over a decade of marketing experience including both Business-to-Business and Business-to-Consumer. I have created and developed a variety of marketing channels to accomplish the objectives of the organization. Whether it be increased sales, greater brand awareness, new product launches and roll-outs as well as supervising personnel and working alongside other marketing professionals and agencies.

Additionally, I have augmented my experience with initiatives such as data mining, brand creation, print/Web collateral development, lead generation, channel partner cultivation, customer segmentation/profiling, as well as CRM and acquisition strategies. I was heavily involved in compliance to ensure that all of the marketing created followed all rules and regulations at that time. I offer a history of proven results, as evidenced by the following marketing accomplishments:

* Obtained $11mm in commercial loans for LMX Bank through B2B marketing and service efforts; achieved during a temporary assignment/period of employment.
* Led national marketing campaigns for LendersUSA which were comprised of long and short form television commercials, trade shows, social media, new website and PR initiatives of the company’s newly launched programs and services division.
* Developed and executed SEO and SEM strategy (organic, nonpaid results) for key product search terms as well as supportive means such as creating a WordPress Blog and social media campaign (FaceBook, Twitter, etc.)
* Managed personnel in a variety of capacities: tradeshow management, marketing assistants, office personnel.

I look forward to speaking with you and learning more about this opportunity.

Sincerely