October 6, 2022

Ms. Janet Ramos
VP Marketing

Media Raven Inc.
1515 Market St.
Los Angeles, CA 55555

Dear Ms. Ramos:

I read your advertisement for a marketing manager at Media Raven Inc. 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 2018, I directed 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 2018, achieved during a period of overall decline in the retail industry.
* Led national marketing campaign (comprised of trade show, media, and PR initiatives) of my company’s newly launched technology services division.
* Developed and executed SEO strategy that achieved and sustained top 3 rankings on Google (organic, nonpaid results) for key product search terms.
* Oversaw the creation of a 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 Media Raven, Inc.

Ms. Ramos, I would welcome the chance to discuss your marketing objectives and the ways I can help you attain them. Feel free to call me at 525-545-56655 or email me at mariejones@gmail.com to arrange a meeting. I look forward to speaking with you.

Sincerely,

Marie Jones