

Contact Details

Name
Address
Phone number
Email address

01

Jane Jobscan
Seattle, WA 98101
(555) 555-5555 - jane.jobscan@jobscan.co.linkedin.com/in/jane-jobscan

Date

02

February 25, 2023

Recipient's Information

03

Lavinia Smith
Hiring Manager
Media Raven, Inc.
Ponteversville, MS 38862

Greeting

Whenever possible, address the hiring manager by name.

04

Dear Ms. Smith:

Opening

Who are you?
What are your relevant skills and accomplishments?

05

I read your advertisement for a marketing manager at Media Raven Inc. with great interest.

As J&J 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.

Body (1-3 paragraphs)

What do you know about the company?
Why are you applying for this job?
What value can you bring to the company?
Include measurable results when possible.

06

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 PD 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.

Closing

Reiterate your interest.
Add a Call to Action.
Mention any attachments.

07

Ms. Smith, 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 (555) 555-5555 or email me at jane.jobscan@jobscan.co to arrange a meeting. I look forward to speaking with you.

Professional sign-off

08

Sincerely,
Jane Jobscan

Cover Letter Guide Setup

Michael L. Redd



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