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| **Marketing Manager**Market Research **-** Conferences **-** CampaignsClient Workshops **-** Marketing Events Receptions **-** Official Openings | ► Debra Kelly [Street Address] New York, NY 55900 [Email Address] Phone: 555.555.5555 |

**Today’s date**

Ms. Marie Black, Human Resources Director

ABC Company

Address, City, State, zip

Re: Marketing Manager, Advertised in [Job Board]

Dear Ms. Black,

As a marketer with much experience in the ABC sector, I was excited to read your ad for a marketing manager/ xyz consultant.

According to the ad, the skills that you seek are ones that I have acquired in my years working for xyz companies and advertising agencies (please take a look at my resume, which I am attaching).
I have an MBA from Union Graduate College and am looking forward to putting my skills and education at your service.

In my current job, I ignited marketing initiatives, designed campaigns, and used various marketing tools, including social media to get our company’s brand and products into the public’s notice.

I have tracked and analyzed sales to determine which strategies were bringing in optimum results. I utilized media outlets when launching our new versions, thereby minimizing expenditures and maximizing profits and interest in our brand, and evaluated the performance of our company’s products in relation to that of our competitors’ and devised effective methods to increase our market share.

I have capably represented our company at trade shows and exhibitions, and would like to do the same for your company.

I would like to meet with you to discuss the position further.

Please contact me at your earliest convenience.

Thank you.

Debra Kelly