

GERTRUDE MCDANIEL

Marketing Supervisor
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Sidney Brockley
Senior Hiring Manager
BigAds Agency
(323) 386-3948
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Dear Mr. Brockley:

After a successful career in traditional marketing, I recently earned a master's degree in digital marketing. I'd love the chance to add value to your organization while gaining experience in this fast-growing sector.

For the past six years, I've served as a marketing supervisor for the global brand Molson Coors. My team played a key role in recent changes that modernized the company and led to 5% growth within a year.

I would be delighted to bring the knowledge I've gained about digital marketing to BigAds as an intern. Below are three more of my achievements to date:

- Trained and motivated team members, helping the department set a new staff retention record of 96%
- Pinpointed areas of overspending and helped make significant Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) improvements
- Raised my company's marketing return on investment (ROI) by 2% in 2019 and 4% in 2020

After reading your company's values and mission statement, I'm certain my skills and attitude align with the culture at BigAds. Please let me know the best time for an interview. I appreciate your time and look forward to possibly hearing from you soon.

Sincerely,

(Insert Signature Here)

GERTRUDE MCDANIEL