

GERTRUDE MCDANIEL

Marketing Supervisor
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Sidney Brockley
Senior Hiring Manager
BigAds Agency
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Dear Mr. Brockley,

After a successful career in traditional marketing, I'm looking to transfer my skills to the digital sphere and make the most of my recently acquired master's degree in digital marketing. I want to add value to your organization while gaining valuable experience within this fast-growing sector.

I've spent the last six years working as a supervisor in the marketing department of the global brand, Molson Coors. My team played an instrumental role in implementing the recent changes that have modernized the company and led to 5% growth within a year.

I would be delighted to bring the wealth of my experience and the knowledge I've gained about digital marketing to BigAds as an intern. Some of my previous achievements include:

- Trained team members, which had a direct impact on the department's staff retention record of 96%
- Identified areas of overspending and played an active role in significant EBITDA improvements

After reading the company values and mission statement, I'm certain that my skills and attitude are perfectly aligned with the culture at BigAds. Please let me know when the best time is for an interview.

Regards,

(Insert Signature Here)

GERTRUDE MCDANIEL, B.A., M.A.

P.S. I'm particularly excited to tell you more about how I improved my current company's marketing ROI by 2% in 2019 and 4% in 2020.