

Katrina Barclay

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Callum Reynolds
Senior Hiring Manager
Nike
(999) 888-7777
creynolds@email.com

Dear Mr. Reynolds,

Spearheading a targeted digital marketing campaign that directly increased in-store footfall by 23% in 2020 was my most significant career success to date. I am excited to offer the same innovative thinking and strategic planning in the Lead Digital Marketer role at Nike.

My eight years of experience increasing social media engagement and 3+ years spent leading digital marketing teams make me the ideal candidate to drive online advertising innovations in your company. As an ambitious and driven professional, Nike's customer-focused and results-orientated philosophy appeal to me.

My key achievements include:

- Implementing successful social media campaigns to increase my company's Instagram following by 430% in a single business year
- Designing and delivering a marketing training plan to improve my team's productivity by 20% in 2020
- Collaborating successfully with other departments to expand the company's online presence into new geographical areas

I am confident that my proven ability to increase footfall and revenue through digital campaigns can help Nike achieve its fiscal targets in 2021 and would like to discuss this further at an interview. Please feel free to contact me to schedule an appointment.

Sincerely,

Katrina Barclay

P.S. I would like to tell you why my team's Twitter campaign won a Killer Content Award in 2019.