

## **Georgia Hamilton**

Digital Marketing Manager | g.hamilton@myemail.com | (765) 432-1098 | 432 Main Road,  
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Victoria Moreno  
Talent Specialist  
Faubourg Brewing Company  
(012) 345-6789  
v.moreno@youreemail.com

Dear Ms. Moreno,

Cutting my department's spending by 23% while increasing campaign engagement by an average of 45% was my proudest achievement in 2020. I am excited to leverage my strategic planning skills and creative use of social media to help even more people discover Faubourg beers in 2021.

With more than seven years of experience managing marketing campaigns over multiple platforms and three promotions under my belt, the opportunity to be part of a forward-thinking brand like the Faubourg Brewing Company is enticing to me. I believe that my recent accomplishments show that I am the ideal candidate:

- Redesigning my company's Facebook, Twitter, and Instagram content to create a consistent brand voice, resulting in a revenue increase of 34% over two years
- Leading a team of marketers to generate a Facebook ad campaign that was shortlisted for a Drum Award in 2020
- Designing and delivering a successful internship program that led to the onboarding of three talented recruits

I would love to attend an interview to explain how my strong branding ability and engaging digital campaigns can help the Faubourg Brewing Company exceed its fiscal targets. I am available to meet at your convenience.

Sincerely,

Georgia Hamilton

P.S. I would enjoy explaining why I received a workplace commendation for my contribution to my company's professional development program.