

Joseph Corbin

Marketing Manager | josephcorbin@youremail.com | (123) 456-7890 | Los Angeles, CA 12345 | [LinkedIn](#)

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Celia Alvarez

Senior Hiring Manager
Cadence Marketing Solutions
(987) 654-3210
calvarez@cadencemarketing.com

Dear Ms. Alvarez:

I'm reaching out to apply for the marketing manager position with Cadence Marketing Solutions that I found on LinkedIn. During my time with West Coast Airlines, I developed and implemented large-scale campaigns to enhance brand awareness, which contributed to a 25% increase in online sales conversions. I believe I can achieve similar success for your clients in this role.

Cadence Marketing Solutions' reputation for revitalizing brand images draws me to apply for this opportunity. As a marketing professional, I pride myself on my ability to refine brand messaging in alignment with target audiences and long-term business goals. I am confident I can create value for your clients based on my career achievements:

- Led high-impact campaigns to enhance brand awareness for a premiere airline valued at \$200 million, oversaw the redesign of landing page, and increased sales conversions by 25%
- Managed and built a 20-person marketing team, oversaw, coordinated paid, social, and digital marketing initiatives, and achieved a 150% return on investment (ROI) on average for marketing campaigns
- Analyzed key performance indicators (KPIs), market indicators, and industry trends to revamp brand messaging and identity with an emphasis on diversity, inclusion, and equity (DEI)

I'd like to set up an interview to discuss how my expertise in brand messaging could be an asset to your team. Feel free to contact me via phone or email at your convenience. I appreciate your time and consideration.

Best regards,

(Insert Signature Here)

Joseph Corbin