



Aliya Jackson

Marketing Manager
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Hector Santos

Senior Hiring Manager
Vanguard Brewing Company
(987) 654-3210
hectorsantos@vanguardbrewingco.com

Dear Mr. Santos:

I'm interested in applying for the marketing manager position with Vanguard Brewing Company. As you can see from my attached resume, I have over eight years of experience developing and implementing digital marketing strategies within the craft beer industry. I can provide valuable insights to help strengthen your digital presence and market share in this role.

Vanguard Brewing Company's reputation as an innovator within the craft beer space is what draws me to apply for this opportunity. During my time with Redemption Brewing, I established partnerships with online craft beer retailers to integrate digital advertisements and promotions, which contributed to a \$500,000 sales increase in 2023. I can achieve similar results for your organization based on my previous achievements:

- Defined overarching digital marketing strategy for a craft beer company with over 20 products, including paid search campaigns and social media initiatives
- Partnered with the digital marketing manager and advertising teams to establish brand identity and differentiate craft beer products in a crowded marketplace
- Increased engagement on Instagram by 50% and grew audience from 25,000 to 800,000 followers in two years

I look forward to speaking with you further about how my marketing experience within the craft beer industry can help accelerate your brand growth. You may contact me via phone or email at your convenience. Thank you for your time and consideration.

Best regards,

(Insert Signature Here)

Aliya Jackson