

LISA BACHMAN

Marketing Assistant
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January 1, 2024

Jessica Hamilton
Hiring Manager
San Diego Marketing Corp.
(987) 654-3210
jessica@sandiegomarketingcorp.com

Dear Ms. Hamilton,

Throughout my marketing career, I've had the opportunity to support over 40 social media marketing campaigns for premier brands across a variety of market segments. My ability to aid customers in developing a compelling voice for their brands makes me an ideal candidate for the marketing assistant position with your organization.

San Diego Marketing Corp's reputation for developing innovative marketing approaches is what draws me to apply for the position. I can create value for your company and help continue to grow this reputation based on my career achievements:

- Partnered with marketing engagement managers to develop social media strategies and execute marketing initiatives, which generated a 500% increase in Facebook impressions for a major client account valued at \$350,000
- Conducted marketing research to identify target audiences and enhance social media copy, which resulted in a 200% increase in followership for Twitter and Facebook channels
- Developed and analyzed marketing key performance indicators (KPIs) and coordinated with the marketing team and customer stakeholders to identify potential improvements to the marketing approach

I look forward to speaking with you further regarding how my campaign development experience can benefit San Diego Marketing Corp. Feel free to contact me at your convenience for any follow-up questions you may have on my background. Thank you for your time and consideration.

Sincerely,

(Insert Signature Here)

LISA BACHMAN