

Arthur Morris

Marketing Professional
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January 1, 2022

Sarah Taylor
Hiring Manager
New England Marketing Inc.
(987) 654-3210
sarah@newenglandmarketing.com

Dear Ms. Taylor,

As a marketing intern with the Falmouth Marketing Consulting Agency, I coordinated with a team of specialists to enhance social media presence and web marketing for clients. I also attended meetings with creative teams to define brand messaging based on target audiences. Through these experiences, I developed an advanced understanding of social media marketing, which I believe will allow me to thrive in the marketing specialist position with your organization.

New England Marketing Inc.'s reputation for driving customer success is what draws me to apply for this position. I believe that my expertise in brand messaging, and social media marketing will allow me to provide valuable contributions to your organization based on my career achievements:

- Supported the marketing team in executing social media campaigns on Facebook, LinkedIn, and Twitter platforms, utilized HootSuite to schedule posts based on KPIs, resulting in a 500% increase in followership on LinkedIn
- Collaborated with copywriters and SEO specialists to create engaging copy and brand messaging for clients, which resulted in a 10% increase in page views for a customer website
- Served on a student marketing team to manage Twitter, Facebook, and LinkedIn social media pages for the University of Columbia under the supervision of the Marketing Manager

I hope to speak with you further regarding my expertise in social media marketing and how it can benefit your organization. You may contact me via phone or email at your convenience. I appreciate your time and consideration.

Sincerely,

(Insert Signature Here)

Arthur Morris