

January 1, 2022

Caleb Morris

Falmouth Brewing Co.
Hiring Manager
(987) 654-3210
calebmorris@falmouthbrewing.com

Dear Mr. Morris,

With over five years of experience within the craft beer industry, I've developed an expertise in marketing strategy and brand messaging. As a brand ambassador with Cape Cod Craft Ciders, I led the rebrand of a boutique cider product line and transitioned the brand away from sweeter beverages toward drier, hoppier ciders. These efforts enabled us to drive exposure across untapped market verticals and contributed to a \$300K annual sales increase. I believe that I can achieve similar success for your organization in the Brand Ambassador position.

Falmouth Brewing Co. has a reputation for creating innovative IPAs that combine fresh fruit and ingredients to deliver unique and exciting flavor profiles. I am confident that my experience and knowledge of the craft beverage market can benefit your team based on the following achievements from my career:

- Led the rebrand of a boutique cider product line to generate exposure across untapped market verticals, grow brand awareness, and increase sales by over \$300K per year
- Conducted research on market segments and target audiences to identify opportunities and strategies to improve market share amongst craft beer customers
- Developed a strategic partnership with Total Wines and other key distributors to increase shelf space for new product launches, resulting in a 25% increase in blackberry cider sales

I hope to speak with you further regarding how my experience within the craft beer market can help drive value for your organization. You may reach me via phone or email at your earliest convenience. Thank you for your time and consideration.

Sincerely,

(Insert Signature Here)

Joseph Corbin