

Jessica Lang

Brand Ambassador
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Hector Santos
Impossible Foods Inc.
Hiring Manager
(987) 654-3210
hectorsantos@impossiblefoods.com

Dear Mr. Santos,

As a brand ambassador with over seven years of experience within the plant-based food industry, I've developed an expertise in go-to-market strategy. During my time with LiteLife Foods, I defined the overarching marketing strategy for an emerging plant-based food product line focusing on vegan burgers and hotdog products. By improving visual merchandising for our plant-based burgers, we improved annual sales by over \$450K across eight states. I am confident that I can achieve similar success for your organization in the brand ambassador role.

Impossible Foods' mission statement of providing an ethically sourced, environmentally sustainable meat alternative strongly aligns with my core values as a brand ambassador within the plant-based food space. I believe that I can aid your brand in continuing to improve its market share based on the following achievements from my career:

- Managed overarching marketing strategy for vegan burgers and hotdog product lines generating \$2.5M in annual revenue, which included conducting market research on target demographics
- Improved annual sales for plant-based burger products by \$450K by improving packaging and visual merchandising to emphasize environmental sustainability
- Coordinated with media outlets to manage public relations and press releases for new product releases and media coverage of production methods

I would like to schedule an interview to tell you more about how my ability to create innovative marketing strategies can benefit your team in the brand ambassador position. Feel free to reach me via phone or email at your convenience for any additional questions you may have about my background. I appreciate both your time and consideration.

Sincerely,

(Insert Signature Here)

Jessica Lang