Marketing Assistant Cover Letter

123 University Lane

Palm Springs, CA 92240, United States

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your.name@gmail.com

March 1, 2018

Hiring Manager’s Name

456 Company Address

Honolulu, HI, 96813

(000)-000-000

hiring.manager@gmail.com

Dear [Hiring Manager’s Name]

My name is [your name] and I am a marketing specialist with two years experience in digital and event marketing. I saw Mt. Everest Software’s Marketing Assistant position opening on LinkedIn and I was encouraged to apply because I believe I would be the ideal candidate for the role.

As a digital marketing coordinator with two years of experience at Independent Credit Union, I established several successful SEO/SEM campaigns, which led to a 20% increase in sales. My versatility and competitive approach prove my ability to significantly increase profits at Mt. Everest Software. At Independent Credit Union, I contributed to the marketing department in a number of lasting and meaningful ways. The following are examples of my key accomplishments:

* Oversaw all social media and content marketing for Independent Credit Union marketing campaigns, promotions, and blogs for customers, gaining over 10,000 followers for each platform over the span of only two months
* Managed and reported on the performance of key digital marketing and direct response campaigns, achieving a 36% increase in search prominence
* Collaborated with two internal departments to follow the trends and demands of target markets such as first-time homebuyers and auto finance, overhauling the brand image to better capture and convey value proposition

Mt. Everest Software’s decision to launch high-quality mobile application versions of its web programs is commendable, as consumers are more likely to buy and recommend from a business with a great mobile experience. Since most social media activity occurs on a mobile phone nowadays, I agree that is is a smart idea to optimize for mobile applications.

I can think of no better place to apply my skills than at Mt. Everest Software, a company leading the way in online and mobile marketing strategies. If hired at Mt. Everest Software, I would be able to start immediately.

Thank you for your time and consideration. I look forward to hearing back from you and discussing the position further. I can be reached at [phone] or by email at [email].

Sincerely,

[Your Name]