November 15, 2015

RE: Product Manager, Digital Marketing Specialist

I'd like to give you a brief overview of my skills and experience. I am confident that I could bring value to your team of highly skilled professionals. Here's how my qualifications meet your requirements:

Your Needs:

* Collaborate with management team in developing a detailed marketing plan, implement and track annual marketing plan and establish and manage agency marketing budget.
* Manage lead generation/distribution programs to support selected target markets.
* Research orphaned client marketing programs and identify cross-selling opportunities. Take advantage of new marketing opportunities by aligning agency strategy to changes in the marketplace.
* Work with management team to identify opportunities for recruiting clients in new markets, oversee marketing training for the agency, and ensure the marketing programs align with and support the company’s diversity initiatives.
* Develop a plan/approach to educate on the promotion and support the agency with marketing materials

My Qualifications:

* Oversee online SEO, social media communication, production, web graphic and develop clear concise messaging/copywriting for a variety of unique online and/or multi-media promotions across multicultural platforms
* Conceptualize events and event partnering opportunities
* Deliver and track online marketing campaigns and advertisements for sponsor’s ROI
* Collaborate with Research Department and ad sales team to maximize all revenue-generating programs by effectively and efficiently managing the branding, advertising inventory and pricing
* Collaborate with upper management on local digital sales marketing strategies and track marketing plans

My enclosed resume will give you a better understanding of my background and skills. Please feel free to e-mail and discuss an appointment meeting time.

Sincerely,

Cassandria Funches

832.868.8560

Cassandria.Funches@gmail.com