**MARKETING ASSISTANT COVER LETTER**

(xxx) xxx-xxxx

your.name@gmail.com





142 Your Address

**[Today’s Date]**

**[Hiring Manager’s Name]**

**[341 Company Address]**

**[Company City, State xxxxx]**

**[(xxx) xxx-xxxx]**

**[hiring.manager@gmail.com]**

Dear **[Mr./Mrs./Ms.] [Manager’s Name]**,

I was pleased to learn about the available Marketing Assistant role with **[COMPANY]** on **[WEBSITE]**. With my Bachelor of Marketing and 6+ years of experience supporting Marketing Managers in the delivery of renowned marketing services, I am confident I can contribute to the ongoing success at **[COMPANY]**.

Throughout my previous Marketing Assistant roles, I have gained invaluable experience conducting in-depth market research, creating distinguished marketing campaigns, and providing elite brand management services. I supported marketing managers in the creation of international and multilingual campaigns for influential market leaders. Furthermore, I developed outstanding technical skills related to keyword research, SEO/SEM optimization, A/B testing, and targeted email campaigns.

I boosted awareness and engagement of client’s social media accounts through quality organic content and employing creative techniques such as user-generated content campaigns. Lastly, I gained invaluable experience in market validation and rebranding methods for large multinational companies. Highlights of my qualifications from previous employment include:

* Assisted the Marketing Manager in the creation of an international marketing campaign airing in ten countries and requiring translation into six different languages for Domino’s Pizza
* Created a personalized and targeted email campaign for Carrie’s Shoes, resulting in a 35% increase in click-through rates
* Increased conversion rates by 10% on a client’s web-based service offering through SEO/SEM campaigns
* Produced reports providing in-depth analysis of current market share distributions and projected market share acquisition for potential new clients

I am delighted to have the opportunity to collaborate with the talented professionals at **[COMPANY]**. Thank you for your time and for considering my candidacy for the position. I look forward to setting up an interview in the near future.

Sincerely,

**[YOUR NAME]**