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| Digital Marketing Cover Letter |

Mark Johansson

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Honolulu, September 16, 2019

Mackenzie Moreanu

Human Resources Team Lead

Smart Yields

2800 Woodlawn Drive

Honolulu, HI 96822

Dear Mackenzie,

With 8+ years of digital marketing experience, I am ecstatic to find an opening for Marketing Team Leader at Smart Yields. I am positive my extensive experience in the digital marketing world has given me the tools to increase all current deliverables you have, and instill new practices to boost conversion rates for Smart Yields.

In the job ad posted on your website, you specify what you’re looking for in a Digital Marketing Team Leader: working with different departments to ensure the brand’s awareness across different social media outlets, identifying possibilities to increase conversion rates, and increasing traffic to all our digital platforms. In my current position as a digital marketing manager for Unlimited Tech, I developed an editorial calendar that improved our content process to publish pieces on our blog and social media sites with a 27% increase across two quarters.

In addition, I also served as the project lead for several website redesigns that lead to a 37% boost in conversion rates. During this project, I managed a team of 15+ individuals. It was new territory, but I grew to enjoy establishing work procedures, processes, and giving feedback on individual and team performances. This is what excites me most about the offer at your start-up. I am excited at the prospect of leading a team to identify their strengths and weaknesses and to use the potential of each employee to the max.

Finally, my reason for applying to Smart Yields is due to the mission that your start-up offers for farmers in Honolulu and worldwide. I’m principled in my personal life when it comes to living green, and believe in the work your start-up is doing to help achieve a more sustainable world through targeted farming. To be part of this mission as a team member and boost your start-up’s brand awareness does not only align with my career development, but makes me proud of the work that I would be doing on behalf of your great mission.

Can we get together to sit down and discuss some data-driven solutions to your digital marketing campaigns?

Thank you,

Mark Johansson

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