

Joseph Corbin

Tyrone Jackson

Alliance Marketing Co.
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[month, day, year]

Dear Mr. Jackson:

I'm reaching out to you regarding the marketing director job with American Airlines. In my previous role, I developed and implemented large-scale campaigns to enhance brand awareness for a premiere airline valued at \$700 million. I am confident that my industry knowledge and leadership capabilities would benefit your organization.

American Airlines' reputation as a customer-focused, forward-thinking company is what draws me to apply for this opportunity. Throughout my career, I've successfully identified opportunities to enhance digital marketing efforts and grow brand awareness for enterprise organizations. I believe I can achieve similar results for your company based on my prior achievements:

- Oversaw large-scale campaigns to grow brand awareness, developed marketing strategy, led the redesign of the landing page, and increased sales conversions by 42%
- Managed and built a 20-person marketing team, oversaw an annual budget of \$30 million, coordinated digital marketing initiatives, and achieved a 150% return on investment (ROI) on average for marketing campaigns
- Analyzed key performance indicators (KPIs), market indicators, and industry trends to revamp brand messaging and identity with an emphasis on diversity, inclusion, and equity (DEI)

I hope to speak with you further about how my marketing expertise within the airline industry would be an asset to your organization. You may contact me via phone or email at your convenience. Thank you for your time and consideration.

Sincerely,

Joseph Corbin