

ANISHA BLANCHARD

CUSTOMER SERVICE

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Dear Shaun Beard,

I am writing to express my interest in the Marketing and Events Manager position currently available at Moxx Media. With 9+ years of experience in marketing and events management, I am confident that my skills and knowledge will make a valuable contribution to your organization.

After a long gap due to a layoff, I have spent time refining my skills and keeping up-to-date with the latest marketing trends and techniques. During this time, I have worked on various freelance projects, where I have successfully managed marketing campaigns and events that generated a significant increase in revenue and attendance.

One of my most notable achievements was the launch of a social media campaign for a non-profit organization that increased online engagement by over 50% and resulted in a 25% increase in donations. I also managed a fundraising event that generated a record-breaking \$100,000 in donations, exceeding the initial goal by 25%.

I am well-versed in marketing strategies such as email marketing, social media marketing, and SEO, and have experience working with various marketing tools, including Google Analytics, Hootsuite, and Mailchimp. I am also adept at managing events, from planning and logistics to execution and post-event follow-up.

I understand that the culture of a company is an essential aspect of its success, and I am confident that my skills, experience, and work ethic align with your values at Moxx Media. As someone who is passionate about creating meaningful connections with people, I believe that building a positive company culture is crucial in creating a successful workplace environment.

I am committed to fostering a culture of collaboration, innovation, and growth within the marketing and events team, and I am confident that my skills and experience can help support and enhance your organization's culture. With my extensive knowledge of marketing and events management, coupled with my dedication to creating a positive workplace culture, I am excited about the opportunity to make a valuable contribution to your organization.

As a Marketing and Events Manager, I am confident in my ability to create and implement successful marketing campaigns that will generate a significant increase in revenue and attendance for your organization. I am a creative problem-solver, a team player, and a great communicator, which allows me to work effectively with internal teams, external vendors, and stakeholders to achieve objectives and exceed expectations.

Thank you for considering my application. I look forward to discussing my qualifications further and contributing to the success of your organization.

With Gratitude,

Anisha Blanchard