

Attention: Hiring Manager

In today's highly competitive and fast-paced market, organizations need a strong self-motivated marketing strategist individual to meet ever-changing business and development goals. I am certain I can contribute this level of performance and leadership to your team, I invite you to consider me as a candidate.

I am an advanced Certified Marketing Specialist™, with real work experience in growing companies social and digital branding across all platforms. My experience as a Marketing Director includes: leading digital campaign elements including paid search, SEO, and display ads as part of larger integrated campaigns. Using a combination of CRM data as well as additional analytical tools to determine campaign effectiveness and optimization opportunities.

Colleagues know me as a highly creative marketer who can always be trusted to come up with a new approach. But I know that the business comes first, and I never try to impose my ideas on others. Instead, I spend a lot of time understanding the business and the audience before suggesting ideas.

I am truly passionate about my work and building strong branding through research; thus to further understand the customer, smart product development to tap into needs, and creative positioning to penetrate the target niche.

Currently, I am seeking a position where I can learn techniques to uphold strong Marketing Management performance standards and strategies; as well as reaching to consumers in digital/experiential marketing. This is the career path I wish to take and it is one that I have always wanted. I would welcome an opportunity for a personal interview to discuss your organization's requirements and the results you can expect from me in addressing those needs.

**Kind Regards,
Amanda Charlebois**