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Dear Hiring Manager,

As an accomplished professional with over a decade of experience in graphic design and social media marketing, I am thrilled to express my interest in your company. I believe my unique blend of skills, combined with my track record of success in driving brand growth and recognition, makes me the ideal candidate to contribute significantly to your team.

In my previous roles as a Social Media Designer and Brand Designer, I had the privilege of managing three prominent brands, including a wellness and self-care brand. During my tenure, I spearheaded numerous marketing campaigns that not only boosted brand visibility but also resulted in remarkable achievements, such as Ladykind winning the Best CBD Tincture award at its inaugural trade show in Fort Lauderdale, Florida. This accomplishment not only showcased the quality of the brand but also demonstrated my ability to create impactful campaigns that resonate with the target audience.

Additionally, I bring valuable expertise in event planning, having successfully organized client appreciation events, pop-ups, and trade shows. These experiences have honed my ability to craft engaging experiences that drive customer engagement and loyalty, all while staying true to the brand's identity.

My passion for design and marketing goes beyond my 10+ years of experience. I continuously invest in my professional development, completing the Google Ads Certification and actively participating in Skillshare.com courses. My commitment to staying up-to-date with the latest trends and tools ensures that my skills remain cutting-edge and adaptable to the ever-changing digital landscape.

Furthermore, throughout my career, I have been responsible for end-to-end content creation, including design, copywriting, and publishing. This comprehensive approach to content development has contributed significantly to the success of brands like Allure Labs, Ladykind, and DermaQuest, managing assets worth over \$100 million. By crafting captivating visual narratives and engaging copy, I have played a pivotal role in enhancing public and investor relations for these companies.

My technical prowess spans a wide array of industry-leading software, such as Adobe Illustrator CC, Adobe Photoshop CC, Adobe Lightroom, Adobe InDesign, Adobe Premiere Pro, WordPress, Google Suite, Microsoft Office, Constant Contact, MailChimp, MailerLite, Monday.com, Trello, E-Clincher, Later, Planoly, Canva, Dropbox, Instagram Ads, Google Analytics, Event Management, Trade shows, Keynote, Meta Business Suite, Airtable, Slack, Notion, Shopify, and Skeepers/Octoly. This extensive skill set empowers me to execute campaigns with precision and creativity, yielding impactful results for brands I collaborate with.

In conclusion, my passion for design, combined with my diverse skill set and proven track record, sets me apart as a social media manager, graphic designer, and brand designer. I am eager to bring my expertise to your company and contribute to its continued success and growth.

Thank you for considering my application. I look forward to the opportunity to discuss how my capabilities can benefit your team further.

Sincerely,
Tawni Perry