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Dear Hiring Manager,

As a seasoned professional with over a decade of expertise in graphic design, social media marketing, and brand strategy, I am excited to express my interest in joining your team. My career reflects a consistent dedication to driving brand growth and crafting impactful campaigns that resonate with target audiences.

In my current role as **Marketing Content Program Manager** at Cinnamon Energy Systems, I have led the planning, creative direction, and execution of video and audio content that has elevated consumer awareness and highlighted the company's thought leadership in home electrification. By implementing streamlined project management systems, I've ensured the seamless production of high-quality content across multiple platforms, amplifying brand engagement and recognition.

Previously, as **Brand Designer** for Ladykind, DermaQuest, and Allure Labs, I spearheaded visual concept creation, product packaging design, and promotional marketing for B2C and B2B audiences. Notably, I played a key role in Ladykind winning the Best CBD Tincture award at its inaugural trade show. This accomplishment underscored my ability to merge strategic design with data-driven marketing to deliver exceptional results.

My career highlights also include:

- Organizing and managing large-scale events such as trade shows, pop-ups, and client appreciation gatherings to foster customer loyalty and brand identity.
- Developing cohesive branding strategies and overseeing social media optimization to drive engagement across platforms like Instagram, LinkedIn, and TikTok.
- Executing comprehensive content creation projects, including design, copywriting, and campaign analytics, for companies managing assets exceeding \$100 million.
- Winning **The Reelies Best Pet Reel Award** in **September 2024**, hosted by **Your Social Team**, an initiative celebrating solopreneurs, small business owners, and content creators (The Reelies | Your Social Team). This recognition highlights my ability to craft innovative and impactful content that stands out in a competitive space.

In addition to my practical experience, I hold certifications in Google Ads and have continuously expanded my knowledge through courses on Skillshare.com, ensuring my skills remain relevant in a rapidly evolving digital landscape. My proficiency in tools like Adobe Creative Suite, WordPress, Shopify, Trello, and Google Analytics enables me to execute creative projects with precision and innovation.


My passion for design and marketing, combined with my proven ability to lead teams and manage projects effectively, positions me to contribute meaningfully to your organization's goals. I thrive in dynamic environments and am eager to bring my expertise to drive success and innovation within your team.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with your company's vision.

Sincerely,

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