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# Example of Trade Marketing Cover Letter

34254 Beier Pike
South Bernard, OH 07716-7174

**Dear Avery Feil,**

In response to your job posting for trade marketing, I am including this letter and my resume for your review.

In the previous role, I was responsible for sEO and SEM recommendations for keyword opportunities, campaign structuring, retargeting/display and other facets of paid search.

My experience is an excellent fit for the list of requirements in this job:

* Develop the sales plans for new categories
* Stock planning and forecasting
* Development of the cycle activities strategy
* Estimate of sales volume by product and geography
* Or above
* Progressive marketing or related experience in a similar field preferred
* Work on details
* Accountable for in-store planning for all hypermarkets, supermarkets and independent retail markets

**Thank you for your time and consideration.**

Sincerely,

Rowan Wilderman