

# Brand Strategy Cover Letter

22175 Swift FieldNorth Ludie, SC 67180

**Dear Shiloh Lowe,**

I am excited to be applying for the position of brand strategy. Please accept this letter and the attached resume as my interest in this position.

In my previous role, I was responsible for innovation through testing new marketing channels, new types of content media and new channel execution strategy.

Please consider my qualifications and experience:

- Serve as a brand champion for marketing and engineering teams, investing in education evangelism to build a brand driven mind-set
- Understanding of a Marketing and Sales function, including Sales, Marketing, Brand, and Thought Leadership, broad understanding of related functions
- Utilizing project management skills to balance multiple projects and effectively assess branding needs to allocate a multi-million dollar budget across multiple business units
- Strong qualitative and quantitative research acumen
- Extensive experience with consumer research including experience with a range of qualitative and quantitative research techniques and new methodologies that drive efficiencies and deeper consumer understanding
- Proficiency in strategy development
- Solid experience in Brand Strategy and Brand Management
- Strong marketing and business competencies

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

Sincerely,

Blake Botsford