

Content Marketing Manager Cover Letter

935 Torp RadialSouth Margottown, VT 27258-0360

Dear Emerson Lang,

I would like to submit my application for the content marketing manager opening. Please accept this letter and the attached resume.

Previously, I was responsible for recommendations on innovative ways to use social platforms and content to tell stories, build community and drive engagement and online and in-store traffic.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- An enthusiastic and energetic person who can organize and manage people around common goals
- Combination of marketing and publishing mindset
- Understanding of journalistic writing principles such as inverted pyramid and hourglass formatting
- Bachelor's in related field such as marketing, journalism, PR, communication
- Complete proficiency in blogging and social media platforms
- Content strategy and development experience in a B2B environment is preferred
- Experience managing a brand's social media presence
- Previous experience writing for brands

Thank you for taking your time to review my application.

Sincerely,

Casey Monahan