

# Customer Marketing Manager Cover Letter

915 Ebert ForkVickiborough, NH 79329-5101

**Dear Armani Marquardt,**

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

In my previous role, I was responsible for digital and non-digital marketing support across a range of channels to facilitate customer-centric marketing.

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:

- Experience with digital analytic tools
- Client side company experience
- Define and deliver customer retention / growth events, and our overall hospitality programme
- Develop customer on-boarding programme
- European lead for customer relationship survey
- Represent CyberSource in customer meetings and at events, and be voice of the customer back into the marketing organisation
- Partner with Solutions marketing to team to develop customer-focussed content, webinar, and event materials
- Devise advocacy programme and materials, including testimonials, case studies, win announcements, and speaking opportunities

**Thank you for taking your time to review my application.**

Sincerely,

Briar Kemmer