

Customer Marketing Manager Cover Letter

302 Brittney Highway
Haleybury, WV 43966

Dear Ryan Koelpin,

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

In my previous role, I was responsible for performance analysis of the organization's digital marketing channels by tracking key performance metrics.

Please consider my experience and qualifications for this position:

- Creative thinker who is willing to give and take feedback
- Deep understanding of Marketing practices, both traditional and emerging
- Strong knowledge of customer segments
- Experience partnering with and managing creative agencies and budgets
- Strong verbal and written communication skills including Excel, PowerPoint, and Word skills
- Conduct interviews, publish work that showcase our customers, and find ways to infuse insights into our PR, Product and Product Marketing teams
- Partner with internal teams to handle customer reference requests, track reference activity and outcomes, deliver program benefits, and produce regular communications to internal partners
- Demonstrated organizational, project administration and client/vendor relationship skills

Thank you in advance for reviewing my candidacy for this position.

Sincerely,

Parker Schuppe