

Film Cover Letter

1795 Dickens Island Jacobsstad, RI 13189

Dear Reese Ortiz,

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

Previously, I was responsible for data input for all Film Studies courses and coordinates with other academic departments the entering and cross-listing of Film Studies courses on Datatel for student enrollment.

Please consider my experience and qualifications for this position:

- Work with Customer Marketing to organise and develop POS to maximise opportunities in store
- Work with in-house PR managers and external agencies to create buzz and excitement around releases
- Be aware of market movement, trends and competitive landscape, both theatrically, at home entertainment, and at retail
- Embrace learning opportunities such as digital training, Media Lab sessions and cross-divisional project groups
- Initiate innovative marketing campaigns and packaging to achieve stand-out
- Brief, manage and direct all external agencies
- Work with International Head Office to ensure effective and successful delivery of marketing communications
- Manage marketing costs within budgets, in liaison with Senior Product Manager and Head of Film Marketing, and process purchase order requisitions when spend is agreed

Thank you for your time and consideration.

Sincerely,

Alexis Ortiz