

# Marketing & Advertising Cover Letter

7115 Hills SquarePort Claudshire, VT 68517-4863

**Dear Landry Dickinson,**

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

In the previous role, I was responsible for timely compliance and advertising reviews and revisions for field office materials, as well as various home office marketing initiatives, including new product launches which include:.

Please consider my experience and qualifications for this position:

- Collaborate with EIT, business stakeholders and peer technical or analyst teams in Marketing
- Experience with marketing materials spanning multiple security types including, but not limited to, open-end mutual funds, closed-end funds, ETFs, separate accounts and private fund materials
- Familiarity with cross-border financial product offerings preferred
- Adept at headlines, long copy, CTAs, and writing marketing content
- Develop sales enablement materials including pitch decks, case studies, and sell sheets
- Develop research-based and thought leadership focused marketing content including eBooks, infographics, and blog posts
- Understand our advertising solution and communicate the value of the product in a concise and compelling way
- Work closely with sales and marketing team, constantly adapting materials based on feedback on what is resonating in market

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

Sincerely,

Sam Moen