

# Marketing & Development Cover Letter

2575 Nieves Squares South Dean, LA 67061

**Dear Greer McGlynn,**

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

In the previous role, I was responsible for leadership and guidance to implement core HR policies, programs and practices necessary to drive business objectives.

My experience is an excellent fit for the list of requirements in this job:

- Manages programming, educational, student, alumni, workshops, meetings, including speakers, agendas
- Manages planning and arrangement of meetings, workshops, events, designed to exchange information, promote research objectives, and to build internal and external relationships within NU
- Supervises creation of components, including curriculum development, lectures, conferences, seminars, support groups
- Manages relationships with partners, foundations, and coordinates logistical support
- Management experience in Marketing, Public Relations and/or Business Development
- Work with US team on testing and launching the advanced email marketing campaigns and lead nurturing programs using the marketing automation tool
- Monitor, analyze and report on the campaign performance metrics
- Collaborate and provide assistance to stakeholders when needed and share ideas

**I really appreciate you taking the time to review my application for the position of marketing & development.**

Sincerely,

Drew Homenick