

PR Executive Cover Letter

33595 Toy Cape Nikolausbury, NV 48189

Dear Shae Weber,

I would like to submit my application for the PR executive opening. Please accept this letter and the attached resume.

Previously, I was responsible for ongoing detailed market landscape reviews & insights to drive new marketing initiatives to ensure budgets and targets are met over the Long Range Plan.

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

- Previous experience in writing PR and Marketing content
- Previous experience within a B2B/global PR team
- Ensure hotels receive regular exposure in local and international media (print, broadcast, online and blogs)
- Work with Jumeirah global PR network, Regional Marketing Director, Director of Sales & Marketing and Marketing Manager to ensure PR messages are effectively communicated to appropriate audiences
- Ensure that all initiatives comply with brand standards, contribute to key brand messages and support initiatives as directed by Brand Communications
- Support the marketing manager to plan and oversee hotels' social media activity with a view to increasing consumer engagement and supporting overall marketing objectives
- Co-ordinate arrangements for all individual press visits, ensuring accurate advance information is circulated to all hotel departments
- Plan and execute inbound regional and international group press trips with airline and other partners from target geographical markets in collaboration with Jumeirah Global PR network

Thank you for taking your time to review my application.

Sincerely,