

PR Executive Cover Letter

7458 Lashawn Circle South Leigh
Chester, NH 14538

Dear Emerson Gislason,

Please consider me for the PR executive opportunity. I am including my resume that lists my qualifications and experience.

In the previous role, I was responsible for project management and administrative support to the PR & Communications Team within Marketing, including budget, schedule coordination, meeting agendas, process trackers.

Please consider my experience and qualifications for this position:

- Proven track record of implementing consumer PR campaigns and delivering creative, high impact campaigns for a household name brand, either in agency or in-house
- Experience of delivering a wide mix of PR executions ranging from large scale product launches to issues-led campaigning, all to build brand awareness and affinity
- Understanding of how to create outreach strategies
- Confident and proactive in liaising with media owners, key media influencers
- A solid grounding in the Hotel or Leisure Industry
- Experience of SiteCatalyst, Vignette, Photo Shop, HTML, Dream Weaver, Microsoft Office, Apple Mac, Adobe Creative Suite preferred
- Create and implement Marketing collateral and campaigns that promote the brands to the key audience groups across various media and promotional mechanics
- Support Marketing Manager with 12-18 month rolling B2B Marketing & Trade Comms calendar and to deliver activity across media platforms

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,