

# **Service Marketing Manager Cover Letter**

18685 Cyndy VillageMosestown, SD 96976-5269

**Dear Tatum Torp,**

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

In the previous role, I was responsible for marketing expertise in the development of profitable, market leading digital and print product lines by ensuring strategic customer solutions are created based on market research, analysis, and competitive intelligence.

Please consider my qualifications and experience:

- Have a functional understanding of Smart Home technologies and how service providers are using these technologies to offer new services to consumers
- Well-developed Digital technical skills – familiarity with key digital publishing and analytics tools for various digital mediums Email, Web, App
- Experience in Services Marketing and/or service sales in pharmaceutical company preferred
- Advanced familiarity with key digital publishing and analytics tools for various digital mediums Email, Web, App
- Experience working in sales and marketing either at OE or dealer level
- Advanced knowledge of the heavy and medium truck service and maintenance market understanding of the OE relationship to dealers and dealer relationships to customers
- Basic knowledge of heavy and medium duty truck products, components and customers
- Interdisciplinary heavy and medium duty truck OE and aftermarket parts and service knowledge and background in Marketing

**Thank you for taking your time to review my application.**

Sincerely,

