

Service Marketing Manager Cover Letter

44687 Spencer BrookPort Michealchester, AL 42179-9889

Dear Rory Predovic,

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

In the previous role, I was responsible for in depth marketing knowledge including market trends, value chain analysis, competitive products including functional substitutes, value pricing an offer through market research and voice of customer engagements.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- The person will have experience in designing and implementing customer service culture and approaches to customer service improvement
- Fast Moving Consumer Goods or Retailer background
- Mastery of traditional and digital marketing principles and how to apply them in the development and execution of promotional plans
- Extensive knowledge of market research principals and application of research findings
- Extensive knowledge of product road mapping and iteration of products as interest increases or decreases
- Mastery of Customer Relationship Management systems, email automation and database management and reports
- Understands Design Thinking and other innovative principles
- Comprehensive knowledge of retail industry and/or business-to-consumer marketing is desirable

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

Sincerely,

