

# Service Marketing Manager Cover Letter

54719 White ExpresswayConsidineburgh, VT 45215-7898

**Dear Casey Leuschke,**

I submit this application to express my sincere interest in the service marketing manager position.

Previously, I was responsible for support to the Director of Market Development, Executive Director of Product Marketing, and Market Development Team.

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:

- Promotional Marketing Industry experience
- Experience with Salesforce, OnePlace, and ESP
- Previous experience in a managerial and/or supervisory role leading others, directly and indirectly
- Familiarity with B2B customer service and B2C contact center products/services
- Experience/familiarity with field service/mobile workforce operations, customer support, and/or product marketing
- Proven track record in performing well in a fast-paced environment and organizational skills to work cross-functionally and manage multiple projects with tight deadlines effectively
- The person will be a hybrid business and technology services portfolio manager or account manager, with a background in overseeing business or technology service deliver to clients / customers / users
- The person will have experience in marketing and consumer facing business processes and technologies – Web Platform, Social Media, CRM, Customer Analytics, Personalisation, eCommerce

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

