



KAITLIN SIMPSON

DIGITAL MARKETER

purpose lies where excitement thrives

I am a digital marketer with a focus on branding and SEO. I help growth-oriented companies bring excitement and meaning to their brands so that customers can experience a greater sense of purpose and fulfillment.



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TO:

[HIRING MANAGER]

HR Manager

[COMPANY]

DEAR [HIRING MANAGER],

I am writing to apply for the [position name] and I think I would be a great fit! While working as a Brand Manager for multiple Amazon vendors with Hardware Sales Inc., I gained experience in SEO, marketing research, data analytics, and how to create compelling content that drives sales.

I have also created integrated social media content for the Western Washington University Marketing Department with an emphasis on Agile methodologies that has transformed my workflow. Competing in WWU Marketing Case Competition taught me how to conduct market research, present it in a visual manner, and how to create a long-term marketing strategy for a high-profile client in just one week!

My experiences, both as a Brand Manager and a student, have allowed me deeper insights into how theory can be applied successfully in the market. I am confident that I would be a great asset to your team and I hope you consider me for this amazing opportunity to learn even more.

Sincerely,

Kaitlin Simpson