

Dear Hiring Manager,

One of the things I enjoy most about marketing is finding opportunities for a business to grow. Whether that means evaluating budgets or exploring additional advertising strategies, I find that there is always an opportunity to make an impact.

In my current role at Amarante's Sea Cliff, that has meant taking initiative to improve our website and develop campaigns focused on increasing revenue through both digital and in-person advertising. I have also become increasingly involved in the business side of marketing, including evaluating where our budget can be most effective and considering how different marketing investments can contribute to visibility, inquiries, and ultimately new business.

I also enjoy using performance data to guide what I do next. In one month, my work at Amarante's helped generate more than 173,000 social media views while increasing engagement and followers by 40%. Rather than looking at those numbers as the end goal, I use them to understand what is connecting with our audience and where there may be an opportunity to do more.

That mindset has followed me throughout my experience. While serving as Vice President of Recruitment for Delta Phi Epsilon at the University of Rhode Island, I managed a \$10,000 recruitment budget and led a 15-person creative team. Our outreach reached more than 900 prospective members and contributed to 133% membership growth. That experience was one of the first times I saw how much thoughtful marketing, budgeting, and outreach could directly influence an organization's growth.

My current position has given me the opportunity to take on a great deal of responsibility early in my career and has helped me better understand the direction I want to take professionally. As I continue pursuing my MBA in Marketing, I am now looking for a role where I can build on that experience, continue developing my skills, and grow within an organization long term. I am especially drawn to positions where I can take ownership of projects, contribute new ideas, and become part of a team where there is room to grow over time.

Thank you for your time and consideration. I would love the opportunity to discuss my experience and learn more about how I could contribute to your team.

Sincerely,

Katherine Parker