Date:

Dear Hiring Manager,

I am writing this email for the position of Marketing coordinator. It is a well-known fact that the sale of any product is greatly affected by the name of the brand under whose umbrella the product is to be sold. I, however, see the world in a different way as I believe that sales of any product could be increased only if the product is marketed in the right way among the consumers.

I am a person with a massive amount of experience in the field of marketing. I have worked as a marketing coordinator for (name of the company) for (time duration/ no of years). During my job as a marketing coordinator, I learned several skills that helped me throughout my career. Some of these skills included performing market research in the correct way. I believe that understanding your customers is the key to boosting your sales. Therefore, for any advertising campaign to have a high impact it is very critical that the background research is done before launching the campaign. The background research gives the marketer an idea about the age group the advertisement would be targeting and the priorities of that age group.

I also excelled at project management, planning, and process management. Under my supervision, I have completed several projects and managed the financial burden required for running an advertisement. I am very good at teamwork and my extrovert nature helps me in this matter too. I have a strong belief that coordination among the team members is very important for a project’s success. I always encouraged the other team players to assist anyone of their colleague in need.

I am not only highly skilled in the job but also, I am equally educated. I have done my Bachelors in (name of the subject) from (name of the university). After the completion of my bachelor's, I did a six-month internship at (name of the company) as a Marketer. After the internship, I took admission in (name of the university) for doing my master’s degree. I completed my MS in (name of the subject) from (name of the university). After the completion of my studies, I started my job as a marketing coordinator at (name of the company). I worked at this position at (name of the company) for (months/ years).

I was responsible for looking after several tasks. My responsibilities included managing SEO/ SEM, advertisements on social media, managing emails and being creative while choosing the target audience. I always strived to make a more informative and engaging campaign by using digital media and optimizing the campaign on all important search engines. I also have a working knowledge of marketing analytical tools, JavaScript, CSS, and ad serving tools. I also voluntarily tracked the sales data, maintained the promotional material, planned and executed the campaigns. Moreover, I prepared the marketing reports and supported the sales staff by sharing market trends, forecasts, and new products in the market. I also made it a habit to read the trade publications to keep my knowledge up to date about the recent trends in the market.

In the end, I would like to thank you for your time. I am extremely thankful to you for considering my application for the position of Marketing Coordinator. I am very excited to share my experiences with you and the current employees of your company. I look forward to meeting you and the employees of your company and learn more about the rules and regulations followed by the employees in the company. For any further query please feel free to contact me on the details provided.