

TANYA CHADHA

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Talent Acquisition Manager
Toronto,
Ontario

February 26, 2019

Re: Application for the Marketing Coordinator Position

Dear Employer,

I am interested in the Marketing Coordinator Position as advertised on Indeed. I have recently achieved a Post Graduate Certificate in Marketing Management, prior to which I had a Post Graduate Certificate in Event Marketing (Sports, Arts, and Entertainment) and a Bachelors degree in Communication and Journalism.

My passion for business development, creativity, and strategic thinking has been the driving force in my three years of Marketing experience. I started my marketing career when I was working as a **Digital and Social Media Marketing Specialist** at Virala India Pvt. Ltd. where I developed the digital marketing strategies and tactics for brands like Lucknow Bytes, Kalaahut, Jugal Bakers and The Jewelry Land also gaining E-commerce experience. After moving to Toronto in 2016, I worked as an Event Specialist at Crossmark and I worked as a Digital Marketing and Administrative Assistant at Seneca HELIX, Applied Research Innovation and Entrepreneurship, the on-campus business incubator of Seneca College **which involved both** traditional and Digital marketing campaigns. In my recent role as **Digital Marketing Coordinator** at WSI, I managed Lead for Business development and ensured that all our marketing and advertising benchmarks are ensured. I proved myself to be a quick learner as I adapted myself to various new software like Zoho, Hubspot, Adroll, Animoto and Bannersnack.

In both my education and work experience, I have developed skills that include strategic thinking, marketing research, social media marketing, database management, customer relationship management, email marketing, event marketing and planning, and content marketing. What sets me apart from other professionals is the fact that I am very perceptive regarding client needs and can very effectively develop creative marketing solutions; I have a commitment to Entrepreneurship and learning new chapters in both professional and personal life. I love to challenge myself by learning new softwares required in Marketing starting from Adobe Photoshop and Illustrator in my Bachelors to CRM in Post Graduate Certificate of Marketing Management. Hence I am confident that my experience and knowledge makes me a good fit for the position.

I have demonstrated, leadership, skills, and commitment to work with a pragmatic and straightforward approach and consistently strive to achieve common goals and objectives in working with others. While my résumé attached highlights my qualifications and accomplishments, my energy and enthusiasm will be apparent during a face-to-face meeting. I look forward to hearing from you.

Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,

Tanya Chadha