



# Eric Safford

Marketing Manager

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## Personal Info

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Eva D. Esparza

Hiring Manager

Finosystems Inc.

2680 Little Street

Mansfield, OH 44902

Dear Ms. Esparza,

I'm the person who, while working at Nanoaspect, increased sales by \$5000 per month by making two tweaks to the company's marketing plan. And I'm eager to leverage my expertise to help your upcoming product succeed on the market.

In my 8 years as a marketer, I've made the way from a copywriter at a marketing agency to a T-shaped marketing manager with a strategic vision and expertise across all online marketing channels. Here's what I've achieved so far:

- Brought three "dead" products back to life, increasing the company's revenue by \$50000 per year.
- Increased sales by 40% by designing surveys to collect customer feedback and implementing the findings.
- Improved user engagement by over 60% on Facebook, Twitter, and LinkedIn by updating the company's social media marketing strategy.

I've been following the growth of Finosystems Inc. since its founding, and I'm thrilled to learn that you're planning to launch a new product this year. I've always admired your customer-centric approach to marketing that perfectly resonates with my professional values, and I would be honored to join your outstanding marketing team.

Could we have a talk about how my skills and professional background can help Finosystems Inc. grow its market presence and boost customer loyalty?

Sincerely,

Eric Safford

Marketing Manager

208-782-9516

[eric.safford@eeemail.com](mailto:eric.safford@eeemail.com)