

**Robert Smith**

**Marketing Operations Manager**

[Today’s Date]

[341 Company Address]  
[Company City, State xxxxx]  
[(xxx) xxx-xxxx]  
[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [Hiring Manager’s Name],

It gives me immense pleasure to express my candidacy for the vacant position of Marketing Operations Manager, as I find my experience and education in accordance with your job description. My attached resume will help you gain information about my career portfolio.

As an experienced and result-focussed marketing professional, I tend to work upon planning business goal-oriented marketing strategies based on the product audience and geography. I have additionally done Google Analytics and Site Catalyst certification to understand the real-time marketing trends. Please refer to the below set of career milestones I have achieved:

* Gauge company’s existing marketing technology stack.
* Implement new technologies to match with the business objectives.
* Collaborate marketing executives and vendors for optimizing technology workflows supporting the coordination of essential data.
* Oversee daily marketing operations and procedures.
* Identify and assess the operational roadblocks and process variance.
* Coordinate with key stakeholders in order to oversee and manage vendor contracts, budgets, approvals, and tools.
* Assist in setup of all marketing campaigns.
* Analyze marketing and sales data.
* Prepare and maintain metrics report on inbound and outbound marketing activities.
* Monitor MAP and CRM.
* Develop marketing campaigns for both B2B and B2C.
* Generated a 47% YoY rise in sales.
* Conduct comprehensive A/B Testing using Optimizely, Qubit, Marketo.
* Surpassed half-yearly MQL and SAL goals by over 18% in every 6 months.

As per the above list of my professional achievements, I feel that I’m fit to put in substantial efforts to streamline the existing marketing techniques and design new campaigns that are focused on accomplishing business goals.

I am grateful to you for reviewing my application and hopeful of getting a chance to speak to you further.

Warm Regards,

[Your Name]