

NINA WILSON

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Grippped

29 November 2023

Dear Hiring Manager,

With a decade of experience as a results-orientated Marketing Manager, I bring a proven track record, including five years of successfully leading and motivating teams of 15+ marketing professionals. With great excitement, I learned about this Marketing Manager opportunity at Grippped through my friend Usman Ali. Joining your esteemed organisation offers both career growth and a chance to contribute to your business goals.

My journey from a Marketing Coordinator to a Marketing Manager, coupled with my proven track record, positions me as the ideal candidate for this role. In my recent position as Marketing Manager at Cyanca, I led the implementation of multiple digital marketing strategies, resulting in a notable 10% increase in sales for underperforming stores.

Additionally, I spearheaded company-wide rebranding initiatives, including the launch of a new website and the integration of marketing data analysis tools. I am poised to bring this expertise to contribute significantly to the ongoing success and expansion of Grippped.

My proficiency in strategic planning, coupled with a demonstrated ability to elevate team performance, instills confidence in my capability to exceed expectations. I'm seeking to leverage exceptional communication, strategic planning, and stakeholder engagement skills to amplify and drive your continued success across the globe.

Thank you for considering my application. I am eager to contribute to Grippped's success and am available at your earliest convenience for an interview.

Sincerely,
Nina Wilson

Attached: CV and references