

Dear Hiring Professional,

With a strong track record of increasing profitability and positive results, it is a pleasure to submit my résumé for consideration for future job opportunities at JRG Partners.

As a Senior-level Marketing Executive, I have consistently delivered unprecedented gains in sales, profits, and market share for large-scale organizations. After a long tenure with World Centric, I am looking to take the next critical step in my career. I believe my background in leading teams in branding, omnichannel marketing, and communications programs for nationally recognized companies and brands such as World Centric and Cline Cellars would be of great value to one of your clients. My previous efforts include:

- Developing, implementing, and facilitating annual and long-range business, marketing, and communications plans, then executing the plans in a manner in which the results are measurable
- Merging high-level strategic thinking with team building across management functions to achieve business goals
- Hiring, managing, and mentoring staff, outside contractors, agencies, and other vendors
- Directing marketing communications strategies, including planning and PR agency direction, copywriting, and media contact as spokesperson
- Orchestrating the entire marketing process, from research, strategy, and planning to creative briefs, design, copywriting, image direction, production, and performance assessment
- Creating and implementing dynamic solutions for advertising, collateral, and digital marketing
- Managing website and social media teams, as well as producing a range of content, from blog posts to videos
- Creating new products that support increased sales, market share, and drive a message of innovation
- Directing sustainability programs, involving expert zero waste managers and outside consultants, to improve materials assessments reduce, carbon impacts, and provide more accurate life cycle assessment audits

I would welcome the opportunity to meet with you and discuss my credentials. Thank you for your consideration and I look forward to hearing from you.

Respectfully,

Mark Marinozzi

Enclosure: Résumé