

JOHN WASHINGTON

Chief Marketing Officer

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Dear Recruitment Team,

I am a results-driven executive with in-depth exposure to all aspects of marketing operations. I would like to submit my credentials for the VP of Marketing role advertised on LinkedIn. With 15+ years of marketing experience across FCMG, along with my solution-focused approach, I am confident I will bring invaluable contributions to your organization's growth.

Developing and implementing globally consistent and locally relevant marketing campaigns is my professional objective and motivation. As the current Chief Marketing Officer (CMO) of ABC Company, I oversaw the strategic review of Mead Johnson's China business. My efforts have played a pivotal role in the subsequent sale of the company's infant formula and child nutrition business for an implied enterprise value of \$2.2B. Throughout my career, I have led the development and execution of brand marketing strategies for various fast-moving consumer goods. As a result, I have turned around business performance, increased net revenue by up to \$3M, and brand penetration by 200% while building great brand affinity.

For the past 15+ years, I have served in many different capacities as a marketing leader in startups, private equity, and blue-chip companies. These experiences cultivated my comprehensive understanding of the fusion of business, cultural, and human insights. I leverage this knowledge to develop and integrate the brand into relevant tribes and communities, enabling me to deliver impactful business results. I believe my unique mix of marketing expertise and background would translate well into this role, making me a great ally to have on your team.

When you look at my drinks counter, you can tell I am passionate about this category. Having been an advocate of non-alcoholic spirits for years, I was impressed by your revolutionary method of mimicking the fragrance and flavor of alcohol without the edge. I could see your brand taking the non-alcoholic drink category into its next chapter. I am convinced that the VP of Marketing role is the perfect step for me, as it would allow me to learn so much from you while adding tremendous value to the business through my experiences, successes, and lessons learnt.

Thank you for taking the time to read and consider my application. I am looking forward to the opportunity to showcase why I would be a good fit for the position by presenting some of my prior projects in person. You can contact me at (123) 456-7890 or via email at johnwashington@gmail.com.

Yours faithfully,
John Washington