

# Steven M. Lobo

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August 28, 2018

Dear Sir or Madam:

I am writing in regards to your Senior Manager of Marketing position. I am submitting my resume for your review. I am seeking to attain a brand and marketing position by leveraging my experience in brand management, marketing analysis and business strategy.

With my skills and experience, I believe I would be a strong fit for the position. Along with an MBA in Strategy and Business Analytics, highlights of my qualifications include:

- Management of major consumer-facing brands in multiple markets; working with our partner organizations to increase brand equity and exceed growth targets
- Experience with executing brand-wide marketing plans, including sponsorships, mass media, online and digital, on-site promotions and advertising
- Firm understanding of business analytics and information systems based on experience and MBA concentration

With my professional experience and education, I am confident I would be able to assist you in exceeding your goals. I welcome the opportunity to meet with you personally to discuss how I could benefit Belluscura. I look forward to hearing from you.

Thank you for your time and consideration.

Sincerely,

Steven Lobo