



Hiring Manager  
Belluscura

September 8, 2018

Greetings,

Thank you for taking the time to consider my resume and skill set for the Senior Manager of Marketing position at Belluscura. I am a passionate marketer and a strategic thinker. I love the collaborative process of developing and implementing integrated plans. Being part of a team that is focused on growing the business is what I love about the world of marketing.

For the last three years I have been working with a marketing insights/brand strategy firm where research is at the heart of everything we do. Tapping into the customer's motivation for buying makes every marketing and sales effort far more effective. I believe this experience would be very valuable in this role.

For the past 2 years, my primary client has been a medical device company with an FDA cleared product. I have helped them create a marketing plan and handled all the project management for creating and producing collateral material, digital assets, tradeshow and communication tools. The work has been targeting both their B2B and B2C clients.

While I grew up in a time where print ruled the marketing channels, I also teach a (very well reviewed!) class at SMU CAPE on Digital Branding and Engagement. Today, a targeted mix of marketing initiatives based on behavior of customers and prospects is the smartest approach.

When it comes to the Senior Manager of Marketing position itself, I believe I have the necessary experience to excel at the job. Establishing strategies based on company goals, developing initiatives and making sure they happen on time, and managing budgets is second nature. I also love rolling up my sleeves and getting the work done.

Please let me know if you have any questions about my background or experience. I look forward to meeting the team and learning more about the position and the company.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Tom Dennis', written in a cursive style.

*Tom Dennis*  
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