

Fancy Ameer

Digital Marketing Specialist

Dear Elicia Kargbo,

I am thrilled to apply for the Digital Marketing Specialist position at Google. The opportunity to contribute to a team renowned for its innovation and impact in the digital world excites me immensely.

With over six years of experience at HubSpot, I have honed my skills in digital marketing strategies, analytics, and campaign management. My time there equipped me with the ability to drive results in fast-paced environments.

Some key achievements from my previous roles include:

- Spearheaded a campaign that increased client engagement by **35%** within six months.
- Collaborated with the development team to optimize the CRM, resulting in a **20% boost** in lead conversion rates.
- Led a project that enhanced the company's SEO strategy, achieving a **50% increase** in organic traffic.
- Managed a cross-functional team that delivered a comprehensive social media strategy, **doubling** our followers in under a year.

Beyond these accomplishments, I am certified in Google Analytics and skilled in leveraging data to inform strategic decisions. My leadership experience includes mentoring junior team members and fostering a collaborative work environment.

Leadership and community involvement highlights:

- **Certified** in Advanced Google Ads and HubSpot Inbound Marketing.
- Awarded the "Digital Innovator Award" at HubSpot for outstanding contributions to campaign development.
- Active volunteer with a local non-profit, focusing on digital outreach and community engagement.

Google's commitment to organizing the world's information and making it universally accessible aligns with my passion for impactful digital communication. Your recent initiatives in AI-driven marketing innovations particularly resonate with my interests and expertise.

I am eager to bring my skills and enthusiasm to Google and am open to discussing how I can contribute to your team. Thank you for considering my application.

Warm regards,

To

Elicia Kargbo

Google

1600 Bayshore Drive, Miami, FL

From

Fancy Ameer

Morgantown, WV

(700) 242-3598

fancy.ameer@gmail.com