

Jesusita Bissler

Digital Marketing Specialist

Dear Airam Gidel,

I am thrilled to apply for the Digital Marketing Specialist role at Google. With a rich background at HubSpot, I bring a unique blend of creativity and analytical prowess, eager to contribute to your innovative team.

During my six years at HubSpot, I honed my skills in digital marketing strategies, leading initiatives that drove significant growth and engagement.

Some key achievements from my previous roles include:

- **Increased organic traffic by 45%** through strategic SEO enhancements and content optimization.
- Spearheaded a cross-functional project team that launched a campaign resulting in a **30% rise in conversion rates**.
- Developed a social media strategy for HubSpot's blog, boosting follower engagement by **over 50%** in six months.
- Trained and mentored a team of five junior marketers, enhancing their skills in data analytics and creative content development.

Beyond these accomplishments, I hold a Google Analytics Certification and have a knack for leveraging data insights to shape impactful marketing strategies.

Additional qualifications include:

- **Certified Digital Marketing Professional (CDMP)** from the Digital Marketing Institute.
- Awarded "Marketer of the Year" at HubSpot for innovative campaign strategies.
- Active volunteer in local tech communities, fostering digital literacy and empowerment.

Google's commitment to pushing boundaries, its emphasis on innovation, and the recent strides in AI and sustainability deeply resonate with my personal and professional values. I am drawn to the opportunity to contribute to a company that prioritizes both technological advancement and positive societal impact.

I am enthusiastic about the possibility of bringing my expertise to Google and am eager to discuss how I can contribute to your team. Thank you for considering my application.

Warm regards,

To

Airam Gidel

Google

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AR

From

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