



SKYLA BENTLEY

 www.linkedin.com/in/skylabentley

 www.skylabentley.com

 skyladbentley@gmail.com



Dear Hiring Manager,

I am excited to apply for the Marketing Specialist position at your company. With a Bachelor's degree in Business Administration with a Marketing concentration and a minor in Communication, I have the skills and passion to confidently implement effective marketing strategies that will guide your business to achieving business objectives.

In my previous role as a Content Creator for Western Washington University's Integrated Marketing Communications team, I gained experience creating and executing marketing campaigns across various channels with a focus on streaming platforms. I hosted the team's Marketing by the Minute: After Class podcast in which my team and I strived to build a connection between marketing alumni and current marketing students, giving marketing alum an outlet to inspire students as they begin their careers in marketing. Along with hosting, I also took part in planning and executing the promotional strategy for the podcast series. My time as a content creator for the IMC team gave me valuable experience in developing compelling content to reach desired target audiences while also utilizing social media management platforms to schedule and post social media content.

I help companies hoping to differentiate themselves from competitors by conducting market research to create relevant and unique content that increases brand engagement and conversions. I work to utilize my communication skills and experience in the Agile methodology to effectively collaborate with cross-functional teams to continuously produce valuable content while providing solutions every step of the way. I believe that my skills and passion for marketing and communication make me a strong candidate for this position, and I am looking forward to the opportunity to contribute and grow alongside your company.

Sincerely,
Skyla Bentley