

To Whom it may concern,

I am excited to apply for this position with your organization. With experience in digital marketing, content creation and coordination, customer engagement, and business analytics, I bring a strong combination of analytical thinking, creativity, and customer-focused communication. My background across retail, consulting, and financial services environments has allowed me to develop strong problem-solving skills while supporting marketing initiatives and delivering data-driven insights.

In my recent role as a Content and Insights Coordinator at Giant Tiger, I supported the development of digital marketing content, created visual content assets using Canva, Figma, and CapCut, analyzed campaign performance, and provided recommendations to improve customer engagement and content strategy. Previously, at Accenture, I developed AI-driven marketing strategies, optimized campaign performance, and supported clients through analytics and digital advertising solutions that improved ROI and audience targeting.

Key strengths I would bring to this role include:

- Digital Marketing & Content Strategy
- Marketing Analytics & Data-Driven Insights
- Customer Experience & Brand Engagement

In addition to my professional experience, I hold a Master of Business Analytics from Carleton University and certifications in digital marketing, AI applications, and advertising platforms including Meta and LinkedIn Marketing Labs. I am passionate about combining analytics, creativity, and technology to support business growth and deliver meaningful customer experiences.

I would welcome the opportunity to further discuss how my experience and skills align with your team's needs. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,
Yasaman Amiri