**DIRECTOR OF RETAIL**

**MARKETING COVER LETTER**

[DATE]

[RECIPIENT’S NAME]

[ADDRESS]

[CITY/STATE]

[ZIP CODE]

Dear [MR/MS] [RECIPIENT’S NAME],

With this letter and my enclosed resume, I would like to convey my genuine interest in the open Director of Retail Marketing position that you posted in [LinkedIn]. As a driven, goal-oriented, and visionary expert with almost [a decade] of superb marketing experience and accomplishments, I believe that I possess the knowledge and experience that will allow me to be the perfect candidate for the next Director of Retail Marketing at your company, [Stellina Co].

My expertise lies in successfully implementing retail analytics initiatives in the sales and marketing organizations by optimizing pricing conditions at my previous company, [Compass Group]. I also directed the retail marketing team of [Sephora] and made sure that the execution of SP originals and factory outlet retail marketing campaigns was flawless and precise. Moreover, I was accountable for the results of the local campaigns and promotions of [Estee Lauder]. As a result, the three companies that I have worked for have been given the [Best Marketing Campaign of the Year] award.

These laid out experiences and achievements of mine can be an immense contribution to your company. Thank you for your consideration and I would like to have a one-on-one discussion with you at your most convenient time.

Respectfully,

[SIGNATURE]

[NAME]

[ADDRESS]

[CONTACT NUMBER]