

Dear Russ Roman,

I have a problem. See, my inbox currently (and embarrassingly) hosts 1,500 unread emails—including newsletters from at least 50 different brands.

But this problem only fuels my passion for creating emails that are worth opening. Because from my perspective, as someone who can barely get through their own stack of mail, that's a true win.

I've been following Vitabe for years, and can proudly say that I open every single email you send to me. I'm a sucker for a good subject line—"Take a Vitamin-ute—We'll A-B-C You Soon" being my favorite—and the way your email content feels both fun and expert-backed really speaks to me. This is why I'm thrilled to submit my application for a role as email marketing manager at your company.

I have over four years of experience working in the email marketing space. In my current role at Westside Bank, I was able to implement new email campaigns centered around reengaging churned clients. By analyzing data around the types of clients who churn and the engagement of our current email subscribers, as well as A/B testing headlines and newsletter layouts, we were able to increase email subscribers by 15% and convert 30% of those subscribers to purchase our product, a significant increase from the previous year. I also launched a "Your Credit Matters" newsletter focused on educating our clients on how they spend and manage their credit—which became our highest performing campaign in terms of open-rates and click-through to date.

Previously, as a member of the marketing team at Dream Diary Mattresses, I collaborated with the sales and product team to understand how I could best support them in hitting their quarterly goals. One specific project involving creating personalized emails for customers drew more people to come back to our site after 30 days than direct paid ad campaigns, leading to a 112% increase in revenue from the last quarter.

I take the content I write and the calendars I manage seriously, editing and refining beyond detail-oriented and into meticulous territory, and I feel my experience and drive would greatly help Vitabe further develop their email program for success.

Thank you very much for your time and consideration. I look forward to hearing from you.

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