COVER LETTER · MARKETING SPECIALIST

Daniel Alzate Bedoya

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Work made for Boo Beauty Bar: a campaign, a carousel, two Reels and a weekly report.

DANIELALZATEBEDOYA.COM/BOOBEAUTYBAR →

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Betty Lee and the Boo Beauty Bar team

I would rather show you *than tell you.*

Dear Betty and team,

I am applying for the Marketing Specialist role at Boo Beauty Bar.

Your job ad asks applicants to send two or three things they have made. I made mine specifically for Boo: a Black Friday campaign, an Instagram carousel, two Reels and a one-page weekly report. You can see them all at **danielalzatebedoya.com/boobeautybar**.

I have loved art, design and technology since I was a child. That includes photography and art in general. Marketing lets me combine all of them, which is why I enjoy this work so much.

I pick up new technology quickly, and I love learning. A recent example: I had not used Klaviyo before this application. In two days I built a campaign email, loaded it into Klaviyo and sent a test to a real inbox, with cart links that work on your store. If this role needs something I do not know yet, I will learn it.

I take the initiative to find new solutions that help a business grow. Nobody asked me to review Boo's marketing, but I studied your Instagram, your ads and your website, and wrote one page on what is working and what I would test first. For my own app, SplitQR, I tested 16 versions of my outreach emails and kept the ones that got more clicks. I would bring that same initiative to Boo every week.

I have also worked for more than two years in e-commerce warehouses, packing and dispatching online orders during busy sale periods. So I understand what happens after a customer clicks "buy".

I am an Australian citizen. I am available from 15 December, and I can work remotely before then. The hours, 9:00 to 3:30, suit me well. I would welcome the chance to talk, and I am free for a video call any day.

Kind regards,

Daniel Alzate Bedoya