

JOB APPLICATION SAMPLE PACKET

This comprehensive sample job application packet includes examples of all the materials you might need to land a part-time job, internship, or full-time position, including the Job Posting, Resume, Cover Letter, and Follow-up Correspondence. Use this packet as an example of how to formulate application materials that are specific and targeted to the job posting.

PAGE 2 - Job Posting

PAGE 3 - Cover Letter

PAGE 4 - Resume

PAGE 5 - Follow-Up Thank You Email After the Interview

MARKETING PROJECT MANAGER

at LiveRamp

San Francisco, CA

ABOUT LIVERAMP

LiveRamp is the leader in data connectivity, helping the world's largest brands use their data to improve customer interactions on any channel and device. We thrive on mind-bending technical challenges and value entrepreneurship, humility, and constant personal growth.

ABOUT THIS JOB

We are looking for someone with a project management background to help manage Marketing workflow and campaigns. In this role, you will juggle many moving parts ensuring they all fit together to deliver work on time with limited resources. The role will report to our Senior Marketing Project Manager, and would be a great fit for someone looking to apply their project management skills in a fast paced marketing organization.

WHAT YOU'LL DO

- Manage inflow of marketing requests, prioritize projects within the marketing team, and collaborate with creative leads in assigning appropriate resources to projects
- Manage end-to-end projects for cross functional marketing campaigns and projects, ensuring timely delivery
- Develop and update project plans/work back schedules for multiple projects, and execute on milestones and deliverables
- Identify risks, create contingency plans, and provide creative solutions
- Work with teams and individuals to mitigate conflicts and resolve issues as needed
- Track and communicate progress to team, executives, and other collaborators
- Create agendas, facilitate meeting content, and lead project meetings and kick-offs

WHAT WE'RE LOOKING FOR

- 3+ years of project management experience, Marketing experience preferred
- Excellent organizational and planning skills with attention to detail
- Experience in creating project or workback plans
- Amazing interpersonal skills and ability to build relationships
- Excellent expectation management skills
- Proactive problem solver
- Self-driven, responsible, flexible team player and able to take ownership on projects
- Graceful under pressure
- Strong verbal and written communication skills
- Proven ability to work in a fast-paced, dynamic environment. Comfortable with ambiguity and adapting to situations or priorities
- High-level proficiency in Google Docs, Sheets, Slides, and Drive preferred, as well as various project management tools
- Bachelor's degree preferred

October 20, 20XX

Project Marketing Team
LiveRamp
225 Bush Street, 17th floor
San Francisco, CA 94104

Dear Hiring Manager,

I am writing to express my interest in the Marketing Project Manager position at LiveRamp. I am a recent graduate from San Francisco State University with a Bachelor of Science in Business Administration and Marketing Specialization. Matthew Williams, a current employee, referred me to this open position and I'm applying because I'm genuinely intrigued by the products you make and the experiences you craft for users. I'm a curious, problem-solver and love to use research, data, and creativity to create marketing plans and develop products. Specifically, I enjoy using a user-centric approach to work on software, user research, design, and web-based projects, as these industries are quick to try out new ideas, listen to users, and form relationships.

This past summer, I was selected for a highly competitive internship at ClickTime, a Software as a Service company in San Francisco, CA. as a Product Manager working for the UX Design team. While there, I acted as Product Manager on 3 projects, all of which have been continued by full-time employees since my departure. I managed all phases of each project, including consumer research, market analysis, idea generation, and all product specifications. With each project, I gathered and manipulated large amounts of data to help understand our users, to try to identify ideas that would make a real impact on the way they worked with and understood our product. I have also recently worked as a Marketing Product Manager at Blue Laser Design, a leading Design Firm in Columbus, OH, where I managed creative strategy, testing/research, and execution for over 30 client branding, marketing, website, and logo projects. Along with client work, I was tasked with managing a project to update Blue Laser Design's branding and website. After launching the changes, Blue Laser's website experienced the following improvements: Visitors: + 13.79%, Sessions: + 29.95%, Page Views: + 91.5/mo, Pages per session: + 47.42%, Avg visit duration: + 30.96%.

In conclusion, I'm fascinated by people and the way we interact with products and communication. I enjoy projects that start by understanding users and how to interact with them; with that foundation, the project is more likely to really affect users, to create an experience that is both useful and memorable. I would love to discuss my qualifications and interests further and can be reached at 513-432-1234 or ajohnson@mail.sfsu.edu.

Thank you so much for your time and consideration.

Sincerely,



Alyssa Johnson

EDUCATION

San Francisco State University **San Francisco, CA** (Anticipated May 2016)
Bachelor of Science in Business Administration: Marketing Specialization

The Ohio State University, Fisher College of Business **Columbus, OH** (2012 – 2015)
Bachelor of Science in Business Administration: Marketing Specialization

- 3.65 GPA, Completed 90 credits
- University Honors Program
- Fisher College of Business Selective Scholarship Recipient

EXPERIENCE

ClickTime - Product Management (UX Emphasis) Intern **San Francisco, CA** (Summer 2015)

- Selected as PM intern for highly competitive summer program at leading Software as a Service company
- Spec'd, designed, and shipped new features and product improvements
- Lead consumer, product, and competitive research
- Provided product mockups, wireframes, HTML/CSS, and UX design documentation
- Worked within Agile Scrum environment

Blue Laser Design - Marketing Project Management Intern **Columbus, OH** (Jan 2014 – May 2015)

- Managed creative development, communication, and successful execution for over 30 client branding, website, and logo projects
- Lead creative development and execution for internal re-branding
- Post-Project Website Improvements: Visitors: + 13.79%, Sessions: + 29.95%, Page Views: + 91.5/mo, Pages per session: + 47.42%, Avg visit duration: + 30.96%
- Organized and lead consumer and UX design research, trials, and implementation
- Aided in development of written and graphical marketing materials for clients
- Promoted after initial Marketing Internship to Product / Project Manager roll

The School for Creative & Performing Arts - Marketing / Social Media Intern **Cincinnati, OH** (Summer 2013)

- Developed creative strategy for Arts Center's social media and print advertising campaigns
- Created 4 months worth of Facebook, Twitter, and Email campaigns to promote enrollment

SKILLS

Confident In: Market Research, Project Management, User Testing, Copywriting, Google (Docs, Sheets, Slides, Drive, Analytics), Sketch (design software), Axure

Experienced In: Java, Ruby, SQL, SEO, HTML, CSS, Photoshop, Illustrator

LEADERSHIP & VOLUNTEER EXPERIENCE

Pay It Forward - Marketing Technology Coordinator **Columbus, OH** (Jan 2013 – March 2014)

- Selected to serve on marketing board of one of OSU's largest student volunteer orgs
- Helped develop group's brand and craft all publicstatements, including emails, newsletters and social mediaposts

R-Lead Leadership Camp - Student Leader **Columbus, OH** (Summer 2012)

- Selected to be one of 12 student leads for OSU Honors freshman early arrival program
- Developed educational summer programs and mentored new students throughout the school year

FOLLOW-UP THANK YOU EMAIL

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Subject: Thank You – Alyssa Johnson – Marketing Project Manager Position

Dear Mr. Sanchez,

It was a pleasure speaking with you yesterday and learning more about the Marketing Project Manager position at LiveRamp. I enjoyed our conversation about the company's mission and goals and its place in the advertising technology world. Learning more about the company and the role definitely confirmed my interest in joining the Marketing team at LiveRamp.

I thrive in fast-paced, team focused work environments, and I feel confident that my prior work experiences, education, and technical skills would allow me to excel in the type of role you described. I'm looking forward to hearing any updates you can share, and don't hesitate to contact me if you have any additional questions.

Thanks again for the great conversation yesterday and for considering me for the position.

Best Regards,

Alyssa Johnson



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