

Sarah Mitchell  
14 Regent Street  
London  
SW1Y 4PE  
sarah.mitchell@email.com  
07700 900123

26 October 2023

Hiring Manager  
Unilever UK  
100 Victoria Embankment  
London  
EC4Y 0DY

**Subject: Application for Marketing Manager (Consumer Goods)**

Dear Hiring Manager,

I am writing to express my enthusiastic interest in the Marketing Manager (Consumer Goods) position at Unilever UK, as advertised on LinkedIn. Having closely followed Unilever's innovative brand strategies and market leadership within the FMCG sector for many years, I am particularly drawn to this opportunity to contribute my six years of dedicated experience in consumer goods marketing, most recently as Brand Manager at Procter & Gamble. My proven track record in driving brand growth, developing impactful campaigns, and exceeding commercial objectives aligns perfectly with the requirements of this role and Unilever's commitment to building iconic brands that resonate with consumers.

During my tenure at Procter & Gamble, I spearheaded the relaunch of a key personal care brand, resulting in a **15% increase in market share** within its first year and contributing **£2.5 million in incremental revenue**. This success was achieved through a comprehensive strategy encompassing consumer insights-led product development, a multi-channel digital campaign, and targeted in-store activations. Furthermore, I successfully managed a marketing budget of **£1.2 million**, consistently delivering campaigns within scope and budget, and led a cross-functional team of five junior marketers and agency partners to execute complex projects, improving team efficiency by **20%** through streamlined processes and enhanced collaboration. My earlier experience at Diageo further honed my skills in brand positioning and consumer engagement within a highly competitive market.

Unilever's pioneering approach to sustainable business and its portfolio of purpose-driven brands resonate deeply with my personal and professional values. I am particularly impressed by your recent "Future Foods" initiative and your commitment to responsible marketing. My expertise in leveraging data analytics to uncover consumer insights, coupled with my ability to translate these insights into actionable marketing strategies, would be invaluable in contributing to Unilever's continued success. I am confident in my capacity to develop and execute innovative marketing plans that not only drive commercial growth but also strengthen brand equity and foster deeper consumer connections within Unilever's dynamic environment.

Thank you for considering my application. I am eager to learn more about this exciting opportunity and discuss how my skills and experience can directly benefit Unilever. My CV, attached for your review, provides further detail on my qualifications. I am available for an interview at your earliest convenience and look forward to hearing from you soon.

Yours sincerely,

Sarah Mitchell

SAMPLE