

Coursework 1

You are the HR Manager of a sports hospitality company. You have just appointed a new Marketing Manager, Luis Morales. Write an email to the marketing team introducing Luis and saying when he is due to start work with the company. His CV is attached for your reference.

Your email should include the following information:

- Who he is
- Why he is the right person for the job
- Give brief information about his skills and experience
- An invitation to & details of a meeting with him on his first day

You should write 120 – 150 words

Your work will be graded on:

- Task Fulfilment & content
- Grammar
- Spelling & punctuation (including the use of capital letters)
- Tone & fluency (including the use of business vocabulary)

Work which is under or over the word limit will have marks deducted.

LUIS MORALES

Marketing Manager

✉ moralesluis@gmail.com

📞 (123) 456-7890

📍 Norfolk, VA

🌐 linkedin.com/in/morales

EDUCATION

B.S.

Marketing

University of Pittsburgh

📅 September 2011 - April 2015

📍 Pittsburgh, PA

SKILLS

Leadership

Salesforce

Product Expansion

SEO

KPI Analysis

Paid Ads (Facebook, Google, LinkedIn, retargeting)

A/B testing and experimentation

HOBBIES & INTERESTS

Blog Owner (The Rooftop Gardener)

Food Bank Volunteer

PROFESSIONAL SUMMARY

Multifaceted Marketing Manager with strong marketing technology background and expertise in multiple industries. Innovative Marketing leader with 8+ years of experience delivering exceptional marketing campaigns, content based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management and social media engagement.

WORK EXPERIENCE

Sports Marketing Manager

Nike, Inc.

📅 January 2021 – August 2023 📍 Norfolk, Virginia

- Managed all asset-related day-to-day business to provide excellent asset management.
- Negotiated and managed contracts and promo account operations.
- Played proactive role in the team environment from team meetings and ways of working to idea generation.
- Developed and implemented strategies to increase marketing assets' brand engagement.
- Built brand awareness and generated leads while managing internal/external marketing campaigns and programs.

Marketing Assistant

Orbit Recruit

📅 April 2018 – January 2021 📍 Norfolk, Virginia

- Collaborated with marketing manager, four internal teams, 50+ clients, and 20+ partners on marketing strategies.
- Assisted in identifying 100+ marketing trends and key opportunities for innovation and optimization, driving customer conversions by 40%.
- Learned and worked with 11 types of design software for digital marketing.
- Worked with 30+ sales and marketing department members.

Marketing and Social Media Staff

Mint

📅 April 2015 – April 2018 📍 New York, NY

- Designed style, layout, and features for 5+ company websites.
- Collaborated with marketing team to develop and apply social media strategy.
- Worked closely with leadership to present key indicators of product growth and adoption.
- Produced 13 email campaigns and 10 new print marketing advertisements.