

# DANA LEAVY-DETRICK

Brooklyn, NY | **P:** (123) 456-7890 | **E:** hello@brooklynresumestudio.com | **LI:** linkedin.com/in/danaleavy

[COMPANY NAME]

Re: [JOB TITLE]

[DATE]

Dear Leadership Team:

My background blends over 10 years of experience in brand strategy, marketing, and campaign development within leading agencies and brands. I am confident that I can offer value to the [COMPANY NAME] team as the [JOB TITLE].

My expertise lies in building world-class brands and marketing strategies, with emphasis on innovation, product development, and emerging technology. My experience is unique in that I've helped shape the brand strategy both as an external agency partner and as part of a brand's in-house marketing team.

I spent two years at Agency ABC leading digital strategy and integrated campaign development for the Company XYZ account before moving over to their internal team as the Director of Brand Strategy. Under my guidance, we redefined the brand story, positioning, and established a set of core principles for delivering a best-in-class customer experience across our platforms, products, and US retail locations. The result has been a more powerful and compelling brand represented through a new visual identity, design system, and employer value proposition.

**[Suggestion:** Add 1-2 lines that speak to your interest in that specific role or organization]. I'm confident that I can offer:

- **Success building strong, cross-functional relationships** and generating support from leadership teams. As a result of that, I've been entrusted throughout my career to drive high-level projects across teams.
- **Expertise leading large brand and strategy projects through the lens of innovation and emerging technology.** One of my strengths is introducing new technology and understanding its potential impact on strategy, products, and services.
- **Ability to leverage data to identify key insights that support creative and strategic decisions.** I can do the research, build an effective strategy, and see it through to fruition.

I look forward to discussing the position and my qualifications in more depth. Thank you in advance for your consideration.

Sincerely,

Dana Leavy-Detrick