

JULIE MARIE GOMES

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February 8, 2021

Hamid Bukhari
Senior Vice President, Human Resources
RisePoint
600 Fifth Avenue Suite 1801
New York, NY 10020

Dear Mr. Bukhari:

I heard from Director James Little that there is currently an opening for associate director of Consumer Practice at RisePoint, and I would like to submit my resume for consideration.

My combination of marketing analytics and leadership skills make me the perfect match for this opportunity. I have 14 years of experience in marketing research, planning, and leadership, including:

- Developing promotional campaigns and marketing strategies
- Marketing and data analysis
- Supervising and mentoring marketing teams of up to 21
- Managing budgets of up to \$12 million

As an associate at JonesFlores in Chicago, I was admitted to the prestigious Management Development Rotation Program (MDRP), where I was given the opportunity to develop my leadership style and critical thinking skills and learn Nielsen marketing analytics tools by contributing to major marketing campaigns. My team developed a detailed marketing plan proposal for a consumer packaged goods company's line of lunch food for children, which included online and in-store advertising and sampling. Our plan earned us the JonesFlores Innovation Accomplishment Award.

When I joined Smith & Company Marketing (SCM) as a senior associate, my analytical work on ad placement and effectiveness earned me a promotion to team leader, where I led my team in developing a marketing strategy for Northern Dawn's line of flavored coffees. My comprehensive campaign included sampling, media events, and a social media promotion that called for customers to post "swap and see" videos of family members unknowingly tasting Northern Dawn coffee. The campaign led to Northern Dawn capturing a 10% market share in key cities in the first year and signing a three-year exclusive deal with SCM. Eventually I was promoted to manager of the Consumer Clients department.

Most recently, as part of SCM's Social Media/Digital Strategies Steering Committee, I have been working with the Child Health Alliance, a non-profit organization dedicated to health and nutrition for children. I oversaw the re-launch of their re-designed, state-of-the art website and grew their following on Facebook, which has led to a 35% increase in corporate financial support from companies like Proctor & Gamble, Colgate Palmolive, and Mondeleze.

RisePoint's variety of clients, from consumer packaged goods companies to luxury fashion brands, presents an interesting and exciting challenge that I would be thrilled to take on. What I find most

exciting, however, is your policy of allowing employees to spend 15% of their time on cause marketing efforts. I am passionate about cause marketing and non-profit promotional advertising for important causes like social justice, women's issues, and education, and my goal is to consistently dedicate a portion of my time to fundraising and community outreach for organizations with these missions.

I would love to speak with you to further discuss how my skills and experience will be an asset to RisePoint's Consumer Practice team. Please review my enclosed resume and call me at 347-981-4512 or email me at jumagomes22@mail.com so that we can schedule a time to talk.

Thank you very much for your time and consideration. I look forward to hearing from you.

Sincerely,

Julie Marie Gomes
Enclosure