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Bermuda Tourism Authority

22 Church Street
Hamilton, BDA

To whom it may concern:

I am writing to express my interest in the Director of Marketing (Creative & Content Development) for the Bermuda Tourism Authority, as advertised on your website. With a solid background in digital marketing strategy and creating content that is both engaging and informative, I am excited about the opportunity to bring my skills and expertise to your team.

In my previous roles with brands like Wooden Horse and RoadWRX, I was responsible for developing digital marketing initiatives to increase brand visibility and organically improve website authority. With JourneyWoman and the Women's Travel Directory, I help to implement data-driven strategies to optimize advertising campaigns across multiple platforms to increase readership and grow our mailing list. Additionally, my experience in SEO, content marketing, and social media management has equipped me with a well-rounded skill set to navigate the dynamic landscape of digital marketing.

One of my key strengths is leveraging analytics to understand current market trends and consumer behaviour to develop strategies that resonate with our target markets. I am proficient in using analytics tools such as Google Analytics, Search Console, SEMRush and others that allow me to measure the effectiveness of campaigns accurately and make data-driven decisions to optimize performance continuously.

Forgive me for taking a moment to sound a little unprofessional, but part of me feels like coming across this job posting feels like fate. Since early in my career I have kept an eye on openings within the marketing arm of the Tourism Department. I have a much deeper understanding of the intricacies of the tourism industry, thanks to the time I've spent working with JourneyWoman and the Women's Travel Directory, and I would consider it a huge honour and a privilege to use my skills to contribute to the promotion of our small but mighty island. As I am in the process of relocating to the island (as of September 2024, but I would be happy to escalate my timeline to accommodate your schedule), this opportunity could not come at a better time.

Melissa Fox

Front End Web Design + Implementation
Digital Marketing Strategist
Communications
Editorial

Thank you in advance for your time and consideration. I have included a copy of my resume for your consideration. You can find additional details and references at [this link](#). Professional references are available upon request. I look forward to hearing from you, and the chance to discuss how my skills and experience can help the continued growth and success of the Bermuda Tourism Authority.

Warm regards,

Melissa Fox
foxpluswilson.com