

Cover Letter — Marketing Manager

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Dear Hiring Manager,

At Rawaj E-Commerce, I reduced customer acquisition cost from SAR 85 to SAR 52 (-39%) within six months while managing an annual digital advertising budget of SAR 1.2 million across Google Ads and Meta Ads. These are precisely the responsibilities your Marketing Manager posting centers on: leading performance marketing campaigns and managing the marketing budget.

Your listing highlights performance marketing and KPI analysis as core duties. At Rawaj, the drop in acquisition cost was not a one-off figure but the result of methodical work on targeting and campaign structuring across both Google and Meta. In parallel, I grew organic search traffic by 120% year over year by restructuring keywords and content. Combining paid performance channels with organic growth reflects an ability to read metrics and translate them into budget-allocation decisions.

On team oversight, I currently supervise a team of three specialists and manage the weekly content schedule, giving me direct experience in distributing tasks and tracking execution within a steady operational rhythm. Earlier, as a Marketing Coordinator at Ufuq Digital Marketing Agency, I managed campaigns for more than eight clients with a combined budget of SAR 200,000, including a product launch campaign that reached 3.5 million impressions and 12,000 conversions — experience that sharpened my handling of stakeholders and multiple budgets.

I would welcome the chance to discuss how this background can serve your marketing team's objectives, and I am happy to provide any further detail.

Sincerely, Ahmed Saud Alotaibi