

Subject: Marketing Manager — Cut CAC by 39%

Dear Hiring Manager,

I'm Ahmed Alotaibi, a Senior Digital Marketing Specialist with 4 years of experience, applying for your Marketing Manager role.

In my current role at Rawaj E-Commerce, I manage an annual digital advertising budget of SAR 1.2 million across Google Ads and Meta Ads within performance marketing campaigns, and reduced customer acquisition cost from SAR 85 to SAR 52 (-39%) in 6 months. This maps directly to the ad's responsibilities of leading performance marketing and managing the marketing budget.

I've attached my CV with fuller detail, and I'd welcome the chance to discuss how I can contribute to your team.

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