

Dear Hiring Team,

Hello, my name is Paul Adler. I hope to be considered by your firm for this position, which I believe is a prime match for my skill set and experience.

I'm a creative professional with 10+ years of marketing experience, specializing in content writing, market research & analysis, and social media management. My skill set includes web content, email marketing, teaching, and digital media communications. I also have experience in SEO and data mining, which has been demonstrated in marketing reports, guest posts, and longform articles. In terms of applications, I have experience with MS Office, Ubersuggest, SEMRush, Hootsuite, Google Analytics, Wordpress, and operations for social media platforms including Facebook, Twitter, and Instagram.

As a Liberal Arts major at Villanova University, I concentrated on International Relations. While in college I became fluent in Hindi, which fostered my aptitude for cross-cultural communications and honed my skills forging connections between Indian and Western clients. During my studies abroad, I gained a great interest in the international market, and the way that it affected India's economic growth.

After graduation, I interned in New Delhi at Octane Marketing, where I helped write and edit their 2016 Annual Report on the digital marketing sector in India. Afterward, I acquired another international position in Chandigarh, India, with the IT firm Net Solutions. While there, I reformatting their social media presence, managed campaigns on social platforms, translated their company blog content, and wrote guest and longform posts for them in the digital and tech fields. I also collaborated with the design and sales departments, which helped streamline the working process and allow for more effective output.

In addition, I have over three years of experience working as a teacher and creating custom lesson plans for students. From September 2017 to December 2020, I worked as a teacher at the Tutoring Club in Cherry Hill, NJ, while also creating newsletters and posts for their socials. Samples are available on my online portfolio: [paulwadler.journoportfolio.com](http://paulwadler.journoportfolio.com). I also created and filmed a copywriting class for the teaching website Skillshare, which has more than 200 students and can be viewed at this link: <https://www.skillshare.com/classes/Empathy-Based-Copywriting-Crafting-Content-that-Engages-Deeper/1957042482/classroom/discussions>.

Recently, I also did remote consulting work for the research wing of Octane, as well as admin their social media accounts to run a successful promotional campaign for their 10th annual report, #Digital2021. This report was quoted in news sources such as India's Economic Times and Financial Express. I also created landing pages, did internal link building, and wrote web content for SEO and domain authority for the NJ company Sagapixel in 2021. These days, I run my own market research firm, P.A. Research: <https://www.paresearch.me>. There, I do research reports for individual, multi-industry clients.

I look forward to hearing from you and answering any other questions you may have about my journey. Thank you again for your consideration for this opportunity.

Sincerely,

Paul Adler