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**From**  
**John Smith**  
**Brand Manager**

**To**  
**Coca-Cola Company**

Dear Hiring Manager,

I am excited to apply for the Brand Manager position at Coca-Cola, as advertised on your career page. With over six years of experience in brand strategy, digital marketing, and consumer insights, I am confident in my ability to contribute to your team.

In my current role as Senior Brand Strategist at PepsiCo, I have led several successful campaigns for the company's flagship products, including the Pepsi and Mountain Dew brands.

I spearheaded a national campaign that resulted in a 15% year-over-year increase in sales, primarily through targeted digital initiatives and consumer engagement strategies. My deep understanding of market analysis, trend forecasting, and consumer behavior has enabled me to create data-driven marketing strategies that elevate brand awareness and loyalty.

What excites me most about the opportunity at Coca-Cola is your commitment to brand innovation and sustainability. I have followed your recent "World Without Waste" initiative, and I am inspired by Coca-Cola's proactive approach to reducing environmental impact while maintaining brand leadership.

I would welcome the opportunity to discuss how my experience, skills, and passion for brand management align with the goals of Coca-Cola. Thank you for considering my application. I look forward to the opportunity to speak with you further.

Sincerely,

John Smith