

Jessica Brown  
1320 Page St. #6  
San Francisco, CA 94117  
206.499.5743, [jess.jmbrown@gmail.com](mailto:jess.jmbrown@gmail.com), [www.ContentCr8.com](http://www.ContentCr8.com)

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Creative Director  
Apple  
1 Infinite Loop  
Cupertino, CA 95014

Dear Content Director:

Cohesive content messaging across your marketing channels is not enough for a content marketing program to be successful. This letter outlines the three essential elements of a content marketing program that I embody and can bring to the Apple team: authenticity, value, and collaboration. Please consider my creative and fresh outlook for the Senior Marketing Content Manager position. A multi-media presentation of this same content is available at <http://bit.ly/GAX0MX>.

Authenticity is the first attribute of a successful content marketing program. My managers and direct reports have continually given me positive reviews on my authentic communication and results. Specifically, the Director of Demand Generation and VP of Communications at Citrix have given me high praise for my authentic nature in both collaboration and content creation. Additionally, I spoke on over 80 marketing webinars to the SMB market over the course of two years. Audiences ranged from 200 to 4,000 business decision-makers. Fellow speakers have publically described my style as “smart and innovative.”

The second attribute of a content marketing program is bringing true value to the customer. A value I brought to Citrix was doubling website traffic to the content resources page in just two quarters. This resulted from high-value content and syndication efforts with partners such as Harvard Business Review, Fortune, Gartner, and authors like Guy Kawasaki and Dan Pink. In addition to creative value, I bring monetary value. At Citrix, I cut the content creation budget by 40%, while increasing production by 20%.

The third, and most enriching attribute of a content marketing program is a fresh collaborative spirit that not only understands the buyer, but knows how to influence them. My work at Citrix and Corum were both targeted to SMB and enterprise customers. I will bring this buyer knowledge to Apple. Internally, I’ve demonstrated strong collaboration with Marcom, Product Marketing, and Creative Services to develop messaging and content.

Please contact me if you would like more information about executing a strong content marketing program. I believe my management and creative skills can advance your iPhone and iPad business into the SMB and enterprise markets. You can reach me at 206.499.5743 or [jess.jmbrown@gmail.com](mailto:jess.jmbrown@gmail.com). Additionally, I encourage you to see my work firsthand at [www.ContentCr8.com](http://www.ContentCr8.com), my portfolio website.

Best regards,  
Jessica Brown