

COVER LETTER

Hello, my name is Victor.

I have been working in marketing communications for more than 18 years.
I am an expert in a wide range of marketing expertise and able to solve daily tasks.

In a nutshell — I am a marketing manager experienced in design and advertising, working both in print and digital. By categorising my expertise into four groups described further in this letter, I apply the CV attached for several positions in a row.

The number one position is *a marketing manager*. Experts like this are responsible for the strategy of brand communication. My number two position is *a designer*. Usually designers provide a toolkit for communication and are responsible for the brand's daily tasks. At different companies I alternated my work experience as designer and marketing manager, which gives me an advantage over single-area experts, who also seek for the current position.

Today it is commonplace for employers to seek multiple experts for a single position. For example, after having confirmed the client's brief an advertising manager will ask a designer to check the results and is unable to respond to other client's tasks, which becomes especially crucial for small companies. My experience as both marketing manager and designer helps avoid such incongruity.

I divide my skills into four categories: *marketing, design, technology and foreign language*. This paradigm covers all kinds of knowledge — technical, humanitarian and business one. Each category expands the other and works as a tool for solving daily tasks, while at the same time the synergy of all categories helps solve complicated tasks in a creative way.

I exceed my professional areas and train creative thinking, take part in design contests.
My works are available in portfolio: victor-v.ru/portfolio

Regards,
Victor WHITESIGHT

 victor-v.ru/d/cl-en.pdf