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Dear Hiring Manager,

My experience within a lean, family-owned organization has provided the opportunity to develop a broad operational perspective by contributing across marketing, merchandising, retail operations, vendor management, website administration, and executive initiatives. That environment has strengthened my adaptability, organization, and cross-functional collaboration while preparing me for the next stage of my career—applying those skills within a larger organization where I can contribute at greater scale, take on increasingly complex work, and continue growing professionally.

Working in a two-person marketing department has required maintaining multiple hybrid roles simultaneously while balancing competing priorities, compressed project timelines, and evolving business needs. Responsibilities regularly include coordinating digital campaigns, grand openings, community outreach events, traditional marketing, website management, operational documentation, KPI reporting, and executive initiatives, often managing multiple high-impact projects concurrently while maintaining accuracy, organization, and consistent execution. A significant part of my role is serving as the operational link between executive leadership, internal departments, retail teams, and external brand partners—translating strategic objectives into actionable initiatives while ensuring clear communication and consistent execution throughout each stage of a project. That process continues through campaign reporting, performance analysis, and communicating results back to leadership to support future planning and decision-making.

To improve efficiency, I have integrated generative AI tools—including ChatGPT, Claude, and Gemini—into daily workflows for research, documentation, project planning, reporting, process organization, content development, and knowledge management while maintaining human oversight and quality standards. Throughout my career, I have found that I am most effective where strategy, operations, and execution intersect—building systems, improving workflows, coordinating across teams, and bringing structure to complex initiatives.

I am seeking the opportunity to contribute that experience within an organization where I can continue growing while supporting larger-scale operations and cross-functional initiatives. Thank you for your time and consideration. I welcome the opportunity to discuss how my background in marketing operations, project coordination, and process improvement can contribute to your team.

Sincerely,

Mina Oh