

Dear Hiring Manager,

I am writing to apply for the Marketing Director position.

I bring more than 15 years of experience across digital marketing, creative direction, multimedia production, brand communication, and campaign execution. Over the years, I have worked across B2B, B2C, SaaS, white-label platforms, entertainment, education, events, TV, print, offline media, and digital campaigns. This gave me a wide view of how brands communicate, how audiences react, and how marketing should connect clearly to business growth.

What makes my profile different is that I do not come from strategy alone or execution alone. I understand both. I can build a marketing direction, define the positioning, structure the channels, guide the campaigns, and also understand what it takes to produce the actual content, visuals, videos, presentations, and sales material behind it.

In my current work with Weevi, I act as a consultant in the role of Regional Marketing Director for a SaaS and white-label digital ordering platform. I support the company's regional marketing direction, B2B lead generation, product positioning, market-specific campaigns, LinkedIn and Meta strategy, landing pages, sales collateral, and coordination between marketing, sales, leadership, and external partners.

This role has strengthened my ability to look at marketing as a full system, not only as separate campaigns. For me, good marketing starts with clear positioning, the right audience, the right message, and a strong connection between marketing and sales. Paid media, content, branding, websites, and sales enablement should all work together toward the same commercial objective.

My previous experience in creative direction, multimedia production, TV, events, education, and advertising also gives me a practical advantage. I can manage agencies and teams, review creative output properly, build campaign ideas, guide content production, and keep the brand consistent across digital and offline channels.

I am interested in a Marketing Director role where I can bring structure, clarity, and growth. I believe I can add value by combining strategic thinking, creative leadership, technical production knowledge, and a strong understanding of how to turn marketing into measurable business impact.

Thank you for your consideration. I would welcome the opportunity to discuss how my experience can support your company's marketing goals.

Sincerely,

Richard Nehme

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Marketing Director

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