Aisha Khan

DIGITAL MARKETING EXECUTIVE

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14 October 2026

Ms. Ritu Malhotra
Head of Marketing
Juniper Foods Pvt. Ltd.
Lower Parel
Mumbai 400013

Subject: Application for the position of Digital Marketing Executive

Dear Ms. Ritu Malhotra,

I am writing to apply for the Digital Marketing Executive role at Juniper Foods. I have three years of experience planning and running campaigns for consumer brands, and I would love to bring that work to a food brand I already buy.

At my current agency I manage paid search and social campaigns for four clients with a combined monthly budget in the lakhs. I write ad copy, brief designers, set up tracking in Google Analytics and report results every week. For one client I rebuilt their search campaigns around customer intent, which lowered the cost per lead considerably within three months.

I also run email newsletters and help with influencer collaborations. I enjoy the mix of creative work and numbers, and Juniper's growth in new cities would give me plenty of both.

Thank you for considering my application. I would be glad to share campaign examples during an interview.

Yours sincerely,

Aisha Khan

Enclosure: Resume