

# Maria Frederikke Skovgaard

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## Why Creative Media Agency feels like the perfect fit

When I read about the Junior Digital Marketing Specialist role at Creative Media Agency, I immediately saw the perfect opportunity to combine my passion for digital marketing with my skills in building campaigns that create real connections. Creative Media Agency's focus on fresh ideas and collaborative energy resonates with how I approach marketing challenges, and I would love to contribute to your team's creative projects.

## Significant experience in digital marketing

Through my studies in strategic communication at Aarhus BSS and my experience at Salling Group, I have learned how to balance creativity with structure to achieve impactful results. At Salling Group, I created monthly newsletters that consistently reached an open rate of over 40% (yes, I checked the stats more than once). I also updated website content, focusing on usability improvements that drove higher traffic, and worked on digital campaigns that created a notable increase in online engagement. These projects taught me how to connect the dots between what a brand wants to say and what an audience wants to hear.

## Bringing fresh ideas to the table

One of the things that excites me most about working at Creative Media Agency is the opportunity to explore new ideas and take on challenges that demand both strategic thinking and creative problem-solving. For example, I imagine building social media campaigns that not only generate likes but spark genuine conversations about a client's brand. I really look forward to developing newsletters that people can't wait to open and making sure websites become platforms where audiences feel seen and understood.

## Curious and collaborative by nature

What sets me apart is my curiosity and ability to dive into new challenges with enthusiasm. Whether it is researching a new tool or exploring a fresh trend, I enjoy learning how to use these insights to strengthen campaigns. I also thrive in collaborative environments where brainstorming sessions feel as exciting as the final deliverable.

I am super inspired by the innovative work Creative Media Agency delivers for its clients, and I see myself contributing to that creative journey. I am genuinely thrilled about the chance to bring my skills, energy, and ideas to your team and would love to explore how we could work together.

Very much looking forward to hearing from you,

Maria