

# AARON L. PRAGER, MBA

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## ADVERTISING & MARKETING | CREATIVE DIRECTION | BRAND DEVELOPMENT

October 29, 2020

Re: Launcher

Dear Sir/Dear Ma'am:

With a progressive career championing strategic brand development for fast-paced organizations, I am confident that I will make an immediate and impactful contribution to **REEF Technology** in the **Launcher** role.

With many years experience as an independent consultant, my career is highlighted by a series of advanced positions of increased responsibility for maintaining a consistent track record of success. In my previous role, I served as Marketing Manager at Neuralog, Inc. with responsibility for optimizing the development, design, and production of Neuralog and NeuraLabel marketing, design, and customer experience.

During my career I have succeeded at achieving brand objectives, providing strategic vision, and executing organizational goals year-over-year. In recent years I've been involved in a number of advertising and marketing initiatives, including defining strategies and executing marketing deliverables that directly impact decision-making. Daily responsibilities include creation and production of print marketing, email development, vendor management among many other duties.

Specific highlights of my career in the attached resume include:

- Achieved 53% increase in email engagement while reducing customer attrition by 55%.
- Successfully served as acting lead and major contributor for the \$200K PULSE rebrand project, including identifying very existing use of the PULSE brand, developing timetables, and executing the redevelopment of each use of the PULSE brand.
- Tripled business for key client by revamping marketing materials, encompassing developing concept and creating all consumer interaction materials, including web and print collateral to achieve higher corporate visibility.

My achievements are attributed to my marketing management capabilities and ability to optimize ever-changing business needs. Recognized as a creative leader and motivated professional, I strive to continuously deliver results beyond expectations.

I encourage you to read further about my achievements in the accompanying resume. I welcome an interview with you and look forward to what I anticipate will be the first of many positive communications. Thank you in advance for your time and consideration.

Sincerely,  
Aaron L. Prager, MBA