

## Introduction & Warm-up

Some of my most memorable experiences include leading the "Brand Refresh 2023" campaign, launching our first influencer marketing initiative, and organizing the annual marketing summit, which brought together cross-department teams and external partners.

My role expanded from overseeing content strategy and paid ads to managing a larger team, introducing data-driven marketing tools, and collaborating more closely with product and sales teams on integrated campaigns.

## Overall Satisfaction

Overall, I was satisfied with my work experience. I appreciated the creative freedom, supportive team, and opportunities to innovate.

The most rewarding aspects were seeing campaign results exceed KPIs, mentoring junior marketers, and building partnerships that strengthened our brand.

At times, cross-department achievements were not fully recognized, especially when marketing played a key role in overall sales growth.

## Reasons for Leaving

I decided to leave to pursue a senior role at a company with a broader international marketing scope and more emphasis on emerging digital trends like AI-driven targeting.

More structured career advancement pathways and earlier involvement in company-wide strategic decisions might have encouraged me to stay longer.

## Work Environment & Culture

The Marketing Department maintained a collaborative and energetic atmosphere, though peak campaign seasons could be stressful due to tight deadlines.

The company culture was friendly, open to new ideas, and results-oriented, though sometimes risk-averse in testing unconventional approaches.

I felt supported by both colleagues and supervisors. My manager provided constructive feedback, and the team was always willing to help each other succeed.

## Development & Suggestions

I attended several industry conferences, completed a certification in marketing analytics, and participated in leadership training programs.

I recommend expanding training budgets for emerging tools and trends, and offering clearer promotion criteria to motivate high-performing team members.

## Future Plans & Relationship

I plan to join a global tech company's marketing leadership team while continuing to consult for startups on brand strategy.

Yes, I would recommend [Company Name] to others, especially for its supportive environment and opportunities to take ownership of projects.

## Closure

Thank you for the opportunity to contribute to the company's growth. My four years here have been invaluable for both my professional development and personal relationships.