September 21st 2023

Att.: Celine Rousseau
Senior Strategic Program Manager
Milestone Systems

Dear Celine Rousseau & Team,

I am writing to express my keen interest in the position of Global Marketing Event Specialist (Maternity Cover), as advertised. I am excited about the opportunity to join your dynamic team and contribute to the flawless execution of world-class events, both in-person and digital.

As an experienced Project Manager, I have had the privilege of overseeing flawless execution of numerous national, European, and global events throughout my career. One notable project I led was the "Captains Island" 360 campaign, spanning 13 markets across the globe and culminating in a spectacular live event on a Caribbean Island. Additionally, for six years, I managed the negotiation, planning, and execution of Diageo's sponsorship and hospitality event at SMUKFEST. I managed 200 invited guests every year, secured materials, branding and staff training for all the bars.

Over the years, I have successfully orchestrated hundreds of national events, encompassing both internal and external stakeholders, and as the world grew more and more digital, some of my events has shifted from live to online audiences.

I come with a 'can-do' attitude and a strong commitment to data-driven decision-making, I am confident in my ability to optimize events, drive lead generation, and maximize ROI in alignment with the company's business priorities.

Furthermore, I am excited about the prospect of collaborating with Regional Events Teams. I love to work with different teams finding and igniting our different strengths to make the team and the execution even stronger. I do think that my experience aligns perfectly with your goal to deliver impactful events consistently across the globe.

I am currently running my own 2 businesses 'The Marketing Whisperer' where I works as freelance Project & Marketing Manager and ZENCE that is all about helping corporates establish balance between power, productivity, and rest through breathwork.

I am applying for this role as I find myself missing the corporate world. I want to be part of a team, part of something bigger. I want to be part of a company community again. My family constellation is such that I can easily work both from my home office, at your HQ in Brøndby or even a couple of days a week in the UK if needed.

In summary, events are where my heart, passion and strength lie. I believe my proven track record in managing diverse events, coupled with my passion for driving excellence, makes me an ideal fit for the Global Marketing Event Specialist role at Milestone Systems. I look forward to the opportunity to discuss in more detail how my skills and experience can contribute to the continued success of your team.

Thank you for considering my application. I am excited about the possibility of joining Milestone Systems and contributing to the realization of your event objectives.

Sincerely,

Pernille Sahl

Pernille Sahl, Nykøbingvej 128, 4850 Stubbekøbing, T: 30 222 066.
M: ps@themarketingwhisperer.dk - web: ps@themarketingwhisperer.dk