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First Six Accomplishments Writing Sample

Subject: The first six business goals I would prioritize as a Marketing Coordinator for a professional services company

1. Learn all I can about the company and industry. I'd meet with as many colleagues as possible and read everything about the company and how it fits into the professional services industry.

Business Outcome: To learn about every aspect of the business to effectively market the company's services to the right audiences.

2. Continue developing desktop publishing skills. I have a working knowledge of digital media production, but I'd prioritize becoming more proficient at it. I would find certification classes and use LinkedIn Learning and YouTube to create digital content and learn new skills.

Business Outcome: To become a subject matter expert on digital media and desktop publishing.

3. Learn how company content is managed. I would get hands-on right away to work with the company's WordPress and CRM tools. This would involve training sessions with IT and content managers responsible for managing the company's content infrastructure.

Business Outcome: To be trusted to manage content updates to the website and CRM platforms.

4. Discuss current business development strategy. Dig into what works and what hasn't worked. What could this role help with? What new things could be accomplished with a larger business development team?

Business Outcome: To understand the process of earning new business and what strategies are in place to expand the company's business development capabilities.

5. Determine goals and metrics for the role. After learning about the current business development efforts, I would create several actionable goals for myself in the role.

Business Outcome: To create a strategic plan for SEO, WordPress/CRM administration, and event coordination.

6. Set up meetings with friends and contacts who handle business development for professional services firms. It would be helpful to connect with people in the industry to get a grasp of what goes into the role.

Business Outcome: To understand more about the industry and learn best practices that I can implement at the company.