

Nora Ellis

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Hana Weiss

Marketing Lead

Foldwell Goods

Austin, Texas

Dear Hana Weiss,

I write a weekly newsletter that pulls apart one direct-to-consumer brand's email program, and Foldwell's welcome flow was the November issue — mostly the fourth email, the only one in the sequence that asks a question instead of making an offer. I'm applying for the Email Marketing Associate role.

I have about a year and a half of real work rather than a decade of it, so here is what that year and a half produced. At Calder Outdoor Co. I wrote and scheduled the weekly newsletter to 11,000 subscribers and took the open rate from 22% to 31% over five months, by changing how the subject lines were written rather than how often we sent. I also ran an A/B test on the product-page hero copy that lifted add-to-cart by 8% and stayed on as the default.

Before that I handled three local-business clients end to end at a student-run agency: briefs, copy, scheduling, monthly reporting. One of them went from 800 to 3,400 Instagram followers in seven months with no paid spend. The teardown newsletter is at 640 subscribers, none of them paid for.

I'd welcome the chance to talk. I'm happy to send you the Foldwell issue first, flattering parts and otherwise.

Best,

Nora Ellis