

This letter should be on Hiring Department's Letterhead

Today's Date

To the USCIS Adjudicating Officer:

This petition is for a Marketing Strategy Analyst position, which qualifies as a specialty occupation. It requires the theoretical and practical application of a body of highly specialized knowledge to fully perform the occupation and requires completion of a specific course of education culminating in a baccalaureate or higher degree in a specific occupational specialty.

Jane Doe, the beneficiary of this petition, holds a Bachelor's degree in Intercultural Communication. **(If the Applicant holds multiple degrees, be sure to include all relevant degrees in this letter and explain how the degree relates to the job duties.)** This degree uniquely prepared her for the role of Marketing Strategy Analyst within our organization. Her academic background, coupled with three years of direct experience in marketing and advertising in the education industry and in the multicultural market not only meets the job requirements at a general level but also fits our niche needs for multicultural and international marketing and communication for higher education, with a key target for the Asia market.

Degree & Coursework

In terms of academic background, the position of Marketing Strategy Analyst requires conducting market and customer research to develop and execute multicultural and international marketing strategies, as well as media planning to reach target students from diverse linguistic backgrounds for various projects. Examples include international student recruitment, Global Opportunities programs, and Diversity, Equity, and Inclusion (DEI) initiatives. This involves customer and market research, persona design, user experience optimization, and consumer and cultural analysis to effectively identify and engage a broad spectrum of domestic and international students with diverse linguistic and cultural backgrounds. Additionally, this job requires presenting marketing research insights and recommendations to diverse stakeholders.

Ms. Doe's Bachelor's degree in Intercultural Communication has equipped her with expertise in ethnographic research and consumer and cultural analysis, which are essential for developing personas and user experiences tailored to diverse student groups. Her core coursework, including "Discursive Approaches in Intercultural Communication" and "Ethnography for Intercultural Communication," has provided her with the tools to effectively apply intercultural communication theories and ethnographic methods. These methods, especially ethnographic interviews and analysis, are crucial for uncovering the beliefs, values, and perceptions that define individual identities and behaviors across cultures. By leveraging these insights, Ms. Doe can identify target student demographics and explore the nuanced perspectives of our target audience from a wide range of cultural backgrounds. This knowledge is crucial for developing and executing media plans that resonate with specific linguistic demographics. Understanding the linguistic and cultural nuances of different markets enables Ms. Doe to design international and multicultural marketing campaigns more effectively, where tailored language use significantly boosts campaign success.

Experience

Ms. Doe's more than three years of work as a multicultural and intercultural marketing specialist in the higher education and corporation in the education sector aligns perfectly with the role. In her recent position with Other University, she was responsible for developing and executing effective marketing strategies, managing projects, deadlines, and priorities for international student and scholar engagement as well as the university's initiatives in fostering students' intercultural development. She has also been tasked with creating and delivering presentations to showcase the departments' marketing and communication plans and achievements to various stakeholders, managing relationships with diverse constituents to bolster the institution's global engagement and impact, and upholding its commitment to intercultural development.

In her role as Assistant Marketing Manager at Canadian Media Inc, a multicultural and international marketing and advertising agency in Canada, Ms. Doe was responsible for consulting various clients on developing and executing marketing strategies and presenting marketing reports to reach multicultural audiences. She managed various projects, notably helping the University of Canada's international student recruitment strategy team.

Conclusion

Jane Doe's Bachelor's in Intercultural Communication, combined with her extensive experience in multicultural marketing, make her an ideal candidate for a Marketing Strategy Analyst. Her education and professional background equip her with the necessary skills to meet our organization's objectives of expanding the international student group with a focus on the Asian market and achieving our goals for diversity, equity, and inclusion. Ms. Doe's proven ability to develop and implement effective marketing strategies tailored to diverse and international audiences, and her skill in delivering presentations to various stakeholders, particularly in the context of higher education, align with our objectives of expanding the international student market and enhancing global engagement. Her unique blend of academic knowledge and practical experience positions her to significantly contribute to our strategic marketing initiatives.

We trust that this letter clarifies the direct correlation between Jane Doe's educational background and professional experience with the demands of the Marketing Strategy Analyst position. We firmly believe that her qualifications meet and exceed the requirements for a specialty occupation as defined by USCIS regulations.

Thank you for considering this petition. We are confident that Jane Doe's contribution to our team will significantly enhance our organization's marketing efforts and overall success.

Sincerely,

Signature of Person Signing This Letter
Name of Person Signing This Letter
Title of Person Signing This Letter
School / College

email address
phone number