

Account Strategist Cover Letter

75310 Dave FordsKuphalton, LA 53932-4248

Dear Ryan Schmidt,

I am excited to be applying for the position of account strategist. Please accept this letter and the attached resume as my interest in this position.

In my previous role, I was responsible for digital/social media analysis based on measurement and tracking reports, overall campaign reporting and media receptivity.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Solid knowledge and strong experience in digital marketing
- Interest on digital and start up environments – flexible and agile
- Able to work effectively across functions/teams
- This individual is a strong team player that works well within a team environment
- Knowledge of digital campaign trafficking preferred (Programmatic platforms, DFP, Google AdWords, Social platforms, etc)
- Excellent customer communication skills, consultative selling skills preferred
- Can embrace change, take initiative and work well in a collaborative, learning work environment
- Proficiency in building reports, goals, views, and KPIs with Google Analytics

Thank you for taking your time to review my application.

Sincerely,

Baylor Streich