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# Example of Media Strategy Cover Letter

553 Quintin Mountain
Florenciohaven, KY 55900-9628

**Dear Cameron Balistreri,**

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

Previously, I was responsible for strategic recommendations and oversight on who the shopper is to drive creative and media targeting recommendations.

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:

* Media segmentation experience
* Experience with addressable media (TV and digital)
* Experience with design and analysis of experiments
* Leading media teams and/or managing agencies that support multiple programs at one time (eg
* Advanced PowerPoint (and/or alternative presentation software) and Excel skills
* Comfortable with presenting to large groups and senior executives
* Familiarity with enterprise analytics tools (Adobe Site Catalyst/Omniture, Chartbeat preferred)
* Familiarity with social analytics tools (Crowdtangle, Spredfast, Shareablee preferred)

**Thank you in advance for reviewing my candidacy for this position.**

Sincerely,

Charlie Dietrich