

# Acquisition Manager Senior Cover Letter

4521 Mellisa Dale Schinnerchester, SC 38589-6825

**Dear Brooklyn Green,**

I would like to submit my application for the acquisition manager senior opening. Please accept this letter and the attached resume.

In my previous role, I was responsible for technical expertise, policies, procedures, standards, and technical review capabilities in the area of rotating equipment engineering.

Please consider my experience and qualifications for this position:

- Own the information architecture for the signed-out websites (including use of URLs, redirects, page structure and other tagging)
- Identify personas in the funnel and provide optimize landing page experiences & registration flows that serve their needs meaningfully and efficiently
- Increase aggregate conversions and registrations in key target segments
- In collaboration with marketing (the CMS users and content managers), provide leadership and direction for the CMS and platform strategy powering our signed-out websites
- Work with the product manager for Access to develop and rollout a onboarding framework for our applications and services that enriches the user experience and delivers user revisit and retention business benefits
- Experience of defining, designing and ideally launching an online community around serious subject matter with an understanding of how to lay down the foundations and build a roadmap of features over time that maintains and increases adoption and engagement
- Familiar with identifying, engaging and nurturing communities in order to deepen the relationships and sustain growth measure using a basket of meaningful KPIs
- A seasoned Senior Product Manager with an affinity for publishing and research

Sincerely,

Azariah Funk