

Acquisition Manager Cover Letter

395 Schimmel Landing Lake Agueda Chester, MD 51231-6068

Dear Casey Hermann,

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

In my previous role, I was responsible for strategic Talent Advisory support to the HR and Functional Leadership team for a specific geography by seeking to understand the function's current state and strategic growth plans and associated talent/skill needs/gaps.

Please consider my qualifications and experience:

- Familiarity with Google AdWords, DFP, Facebook Ad Manager or other high-volume interactive ad-buying platforms
- In-depth understanding of online marketing, the web, business strategies behind acquisition, targeting and online campaign optimization
- Self-starter who can take initiative for a specific area and drive performance
- Execution of DoDD 5000.01, DoDI 5000.02, SECNAVINST 5000.2 series governing acquisition programs in the DoD Components, and other acquisition management policies addressed in DoD 5000 series
- Preferably with experience from FMCG industry
- Resourceful and able to identify business opportunities
- Analytical skills and competent in analysis of databases
- Creative and competitive

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

Sincerely,

Riley Borer