

Acquisition Marketing Manager Cover Letter

661 Valentine CornerClarkview, WV 22419

Dear Riley O'Keefe,

I submit this application to express my sincere interest in the acquisition marketing manager position.

Previously, I was responsible for input in terms of measurable metrics and ensure proper tracking and attribution across programs and channels using various systems.

My experience is an excellent fit for the list of requirements in this job:

- Marketing experience with robust A/B test & learn plans
- Solid project management and organizational skills including attention to detail, handling multiple priorities, managing tight timelines, driving flawless execution
- Positive, self-starter with a thirst to move quickly, challenge what's been done and proactively innovate to exceed goals
- Consistent history of over-delivering and exceeding despite difficult or unforeseen circumstances
- Experience analyzing and taking action on performance data
- Demonstrable, successful history owning or supporting marketing strategies
- Proficient in testing (A/B, copy, page flow etc)
- Deep understanding and comfort with marketing campaign platforms such as AdWords, Omniture and FB/Twitter Ads

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

Sincerely,

Briar Heaney