

# Acquisition Marketing Manager Cover Letter

79978 Osinski Orchard North Reyes, VA 34672-7117

**Dear Gray Hyatt,**

Please consider me for the acquisition marketing manager opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for talent acquisition services, which include reviewing applications, sourcing of passive candidates, conducting HR phone screens, onsite and virtual interviews, and negotiating offers.

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:

- Strong data analysis capabilities, with proven expertise related to customer segmentation and modeling
- Experience in managing performance based SEM campaigns in Google AdWords
- Demonstrated focus on end-to-end customer experience, increasing the likelihood that prospects become customers and remain customers
- Experience leading cross functional teams, including program implementation with channels
- Excellent work ethic and objectivity
- Enjoy working on fun, fast-paced team
- A PhD or Masters in a highly quantitative field such as Economics, Mathematics, Statistics, Engineering, Machine Learning/AI
- Deep understanding of and experience in the application of data mining and analytic methods such as cluster analysis, factor analysis, predictive modeling, machine learning, and optimization

**Thank you for taking your time to review my application.**

Sincerely,