

Acquisition Marketing Manager Cover Letter

8688 Ida GlensSouth Sheridanmouth, AL 44575-4907

Dear Morgan Bernier,

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

In my previous role, I was responsible for data analytics that allow Sales Leadership to measure the performance of Sales Channels, including the tracking of KPIs related to seller effectiveness and sales data quality (e.g., forecasts, funnels and sales data accuracy).

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:

- Team player and customer advocate
- History of developing successful acquisition and/or demand generation marketing campaigns and creative
- Proven success in working with cross-functional teams and acquisition partners to implement winning strategies and programs
- Understands principles of direct marketing and scientific testing
- Excellent written and interpersonal communicator
- Able to adapt to continually evolving work environment and organizational structure
- Deep understanding of prospecting, including targeting and offer development, account management, email list rentals, email/copy writing, and usage of SEO, paid social and content distribution in lead prospecting and e-commerce
- Deep understanding of ROI-oriented E-Commerce Marketing and Internet Advertising Models, including multi-channel digital campaign impact, fractional attribution and LTV

Thank you for your time and consideration.

Charlie Thiel