

# Advertising Cover Letter

76692 Treutel MissionPort Stephenville, NE 56709-5272

**Dear Ari Jerde,**

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

In the previous role, I was responsible for guidance on day to day optimizations and strategies with regards to digital advertising campaigns.

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

- Practical experience in optimizing sponsored event by developing strategies and tactics to create a branded onsite experience
- Experience in working with Agency in the development and execution of advertising
- Possess strong PC knowledge
- Solid knowledge of financial services products
- Extensive knowledge of social advertising platforms, including but not limited to Facebook, Twitter, and LinkedIn, Snapchat, Pinterest, and Yahoo Gemini, including both native publishing tools
- Ad tracking technologies Atlas or similar
- Web analytics Omniture or similar
- Proactively identify and follow up on opportunities with advertisers/ brands/ agencies through cold calling, networking, marketing, referrals and lead databases

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

Sincerely,

Reese Lemke