

Advertising Cover Letter

22706 Scotty Trace Darleenvue, OR 97141-1721

Dear River Quigley,

I submit this application to express my sincere interest in the advertising position.

In my previous role, I was responsible for strategic vision for the Advertising Retail Readiness program by identifying and prioritizing where and how we adapt and invest.

Please consider my experience and qualifications for this position:

- Above average skills using Adobe Creative Suite (InDesign, PhotoShop, Illustrator)
- Basic knowledge of MicroSoft Office (Word, Excel) with typing skills
- High work ethic, excellent communication skills, both oral and written, resilient state of mind
- Experience selling the value of digital marketing services, including social media management, web development, search engine optimization, search engine marketing, , other print and direct mail solutions
- Requires a strong knowledge of digital advertising revenue models (CPM, CPC, CPA)
- Strong financial Acumen with attention to detail
- Strong knowledge of advertising strategy, measurement, practices and technical production, including online
- Technical expertise all methods of production, including print, email and digital

I really appreciate you taking the time to review my application for the position of advertising.

Sincerely,

Rory Becker