

Analyst, Digital Marketing Cover Letter

5844 Ed Circles
Tomaschester, NC 56885

Dear Max Adams,

In response to your job posting for analyst, digital marketing, I am including this letter and my resume for your review.

In my previous role, I was responsible for data feedback on A/B and multivariate testing on landing pages and emails to optimize conversion marketing efforts and segment effectively.

Please consider my experience and qualifications for this position:

- Customer service and/or PR experience
- Digital marketing experience/experience in digital industry
- General knowledge/experience in online marketing website design, SEO, social media (preferred)
- Comfortable multitasking/handling multiple projects at once
- Fluent in English (written and spoken)- other languages beneficial
- Knowledge of omni-channel attribution
- Prior experience with analytics tool sets
- Experience with Marketing Automation Systems (SilverPop, Eloqua)

Thank you for considering me to become a member of your team.

Sincerely,

Dylan Barton