

Analyst, Digital Marketing Cover Letter

27524 Kam Cliffs Nienowland, LA 33443-7015

Dear Max West,

I submit this application to express my sincere interest in the analyst, digital marketing position.

In the previous role, I was responsible for guidance and best practices on digital marketing optimization experiments (e.g., multivariate testing or A/B testing) to increase targeting efforts and improve conversions.

Please consider my qualifications and experience:

- Working knowledge of performance marketing activities such as SEM/SEO, remarketing/retention, targeted display, affiliates
- Experience with dashboard creation through BI tools such as Tableau or MS Power BI preferred
- Working experience in DMP & DSP execution, Social media advertising, Google Analytics (or other analytic platforms), and social listening tools
- Fast learner with a passion for new digital marketing tools and technology
- Effective communication and organization skills to support cross functional teams at all levels
- Experience with digital activity analyses, including financial and product portfolio
- Experience using Omniture/SiteCatalyst
- Work with the head of attribution to develop a detailed understanding of our attribution methodology and help develop new measurements of incrementality

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

Sincerely,

Quinn Spinka