

Analyst, Digital Marketing Cover Letter

215 Zieme Viaduct
New Santana, NJ 41524

Dear Ryan Dickens,

I am excited to be applying for the position of analyst, digital marketing. Please accept this letter and the attached resume as my interest in this position.

In my previous role, I was responsible for financial support to Snacks marketing team and work on business cases and P/L to drive profitability.

Please consider my qualifications and experience:

- Prefer understanding of and experience with relational databases
- Working knowledge of Microsoft Office (Word, Excel, PowerPoint) preferred
- Experience in business to business software or software-as-a-service (SaaS) preferred
- Expertise in web analytics tools (Omniture SiteCatalyst and Discover, Google Analytics 360) strongly preferred
- Experienced using SEO management software such as SEMRush, Moz, Conductor
- Fundamental understanding of SEO best practices, indexing, crawling and ranking
- Functional understanding of HTML and CSS
- Familiar with content management systems such as WordPress, Sitecore

Thank you for taking your time to review my application.

Sincerely,

Hayden Dibbert