

# Analyst, Digital Marketing Cover Letter

7375 Erin LightPort Perry, CA 14424

**Dear Emerson Herman,**

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 the previous role, I was responsible for server side application installation, interface, maintenance and monitoring (basic html experience).

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

- Experience and preferably certifications in Adobe Analytics, Dynamic Tag Manager, Google Analytics and Google Tag Manager
- Open and dynamic personality and an excellent team player
- Demonstrated experience in B2C and B2B digital marketing activities including search engine marketing (SEO and PPC), permissions-based e-mail marketing, social media, banner advertising, wire framing, content syndication and affiliate marketing
- Google Analytics and Google Adwords certified
- Experience with analysis of reporting through web analytics programs
- Eagerness to continue to learn best practices and be current with industry trends
- Working knowledge of HTML, basic CSS and JavaScript
- Experience with ratings & reviews platforms, social media monitoring software and CRM

**Thank you for your time and consideration.**

Sincerely,

Azariah Lockman