

# Analyst, Digital Marketing Cover Letter

275 Simon Crest West Micah, UT 87015

**Dear River Smith,**

Please consider me for the analyst, digital marketing opportunity. I am including my resume that lists my qualifications and experience.

In my previous role, I was responsible for guidance and best practices on digital marketing optimization experiments including Engagement Value Scoring (EVS), multivariate testing and A/B testing to increase targeting efforts and improve conversions.

Please consider my experience and qualifications for this position:

- Provides any necessary clarifications to agency partners
- Experience with Microsoft PowerPoint and Word, and understanding of database joins
- Experience with analytics software including Google Analytics, Adobe Omniture, Appature, Webtrends or others
- Experience working with IT and other teams to manage data capture from other source systems
- Understanding best practices in data analytics
- Comfort pulling data from external sources using APIs
- Broad exposure to Social Listening Tools (i.e.-Radian6, Hootsuite)
- Experience building dashboards in Qlikview or Tableau

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

Sincerely,

Charlie Mills