

Analyst, Digital Marketing Cover Letter

480 Zana MissionLake Shantay, CT 03021

Dear Emery Lynch,

I would like to submit my application for the analyst, digital marketing opening. Please accept this letter and the attached resume.

In my previous role, I was responsible for data analysis and strategic insights to marketing team members on campaign changes needed to increase lead generations, engagement levels, and other College marketing goals.

Please consider my experience and qualifications for this position:

- Deep expertise in digital marketing best practices, techniques, and tools
- Experience with marketing measurement and analysis
- Strong technical skills in web analytics, data governance and tag management
- Understanding of basic website development and design
- Understanding of business and system process within knowledge areas
- Highly detail oriented with a passion for organization and high value deliverables
- Working knowledge of paid and social acquisition channels
- Expert in research tools such as Nielsen SMS, Spyfu, Kantar, Lotame, etc

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,

Tyler Wilkinson