

Content Marketing Manager Cover Letter

36328 Hegmann Row
South Fransisca, OH 46068-8431

Dear Sutton Wiegand,

I would like to submit my application for the content marketing manager opening. Please accept this letter and the attached resume.

In the previous role, I was responsible for sEO insights and perspectives to help create marketing and thought leadership content, including: blogs, white papers, infographics, e-books, product brochures and videos, web content, and more.

Please consider my experience and qualifications for this position:

- Editorial mindset that seeks to understand what content audiences consume and know how to create it
- Clear understanding of SEO best practices
- Up-to-date with the latest trends in online content marketing and measurement
- Knowledge of CMS (Hubspot/Wordpress), Analytics (Google Analytics), and Social Media Platforms (Facebook, LinkedIn, Twitter, Instagram)
- Extreme attention to detail and hands on when it comes to writing/proofing content and managing campaigns
- Strong intuition for understanding User Experience and customer messaging
- Editorial mindset that seeks to understand what audiences consume and who to create it
- Experience with Google Analytics and other top social channels

Thank you in advance for reviewing my candidacy for this position.

Sincerely,

Spencer Armstrong