

# Digital Acquisition Cover Letter

64264 Stiedemann TrailCliffville, ID 96499-2739

**Dear Dylan Morissette,**

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

In my previous role, I was responsible for data analysis and strategic insights to help accelerate lead generation, conversions, and revenue from paid search, display, social and other digital marketing channels.

Please consider my experience and qualifications for this position:

- Experience with web/social analytics, personalization, A/B testing and marketing automation tools/platforms
- Experience performing campaign measurement across all media channels
- Expert-level knowledge of analytics (as Adobe Marketing Cloud & Google Analytics), tag manager, heat-mapping, and other analytics platforms
- Paid Search expertise preferred
- Deep knowledge of digital space, technical capabilities, and key KPIs
- Analytical mindset with a passion for financials
- Strategic self-starter who is comfortable navigating white space
- Strong relationship management skills, due to the cross-team and agency management responsibilities of the role

**I really appreciate you taking the time to review my application for the position of digital acquisition.**

Sincerely,

Frankie Powlowski