

Digital Acquisition Cover Letter

4640 West LandingJaskolskimouth, NC 42851

Dear Story Schuster,

In response to your job posting for digital acquisition, I am including this letter and my resume for your review.

Previously, I was responsible for day-to-day management of digital channels including: Websites, Organic & paid search, Email drip campaigns, text messaging, social media support, and data feeds to partner systems and websites.

Please consider my qualifications and experience:

- Exceptional professional writing and editing skills
- Proficient working with Facebook Power Editor, FMPs, DSPs (DBM, Trader, other), Google Adwords, and other programmatic platforms (both managed and self serve) and third party search tools (DS, Marin, Kenshoo)
- Experience with analytics, tag management solutions, and testing software
- Some proficiency with reporting Dashboards such as Tableau, and Domo preferred
- Experience with DMP platforms, 3rd party data providers, and measurement solutions (Oracle, Adobe, Krux, Lotame, Drawbridge, Blue Kai) considered an asset
- Digital marketing experience campaign management experience
- Superior project management skills - proficient at time management and campaign co-ordination
- Experience managing multiple stakeholder relationships with strong negotiation and influencing skills

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

Sincerely,

Parker Hegmann