

Digital Acquisition Cover Letter

53524 Bartoletti ParkwaySouth Marylou, MN 25961-2691

Dear Finley Carter,

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

In the previous role, I was responsible for counsel to communications and marketing teams on digital communications strategy, digital communications value, content performance analytics, SEO / SEM strategies and channel management.

My experience is an excellent fit for the list of requirements in this job:

- Proficiency in site tracking tools such as Omniture would be an advantage
- Proven track record of driving strong results
- Experience in managing large marketing budgets
- Subject matter expertise in digital acquisition channels
- Attention to detail and unrelenting focus on quality
- Highly analytical mindset and a history of establishing and running robust test & learn programs
- Creative thinking and a history of formulating innovative strategies to solve complex problems (especially in the digital space)
- Strong communication, storytelling and persuasion skills

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

Sincerely,

Justice Bernhard