

Digital Acquisition Cover Letter

79589 Armand RestNorth Majorieside, SC 42794

Dear Emerson Schulist,

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

In my previous role, I was responsible for high-quality visual communications and creative services to meet strategic marketing goals through an assortment of publications, digital communications, web and social media sites for the College of Engineering and Applied Science and related departments and programs.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Clear willingness to listen, learn and grow as a leader
- Proven track record of attracting, inspiring, leading and developing diverse talent
- Cooperative mindset that puts the success of the organization first and is willing to help others achieve their goals
- Owning the acquisition targets for online, traffic numbers and conversions
- Gathering ideas, sizes and determines roadmap to hit those targets
- Pushing acquisition squad (10 FTE) to meet the milestones
- Pushing for the best offers for digital that meet the needs of the prospects
- Being the interface with the rest of the marketing organization for acquisition

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

Sincerely,

Jordan Gutkowski