

Digital Acquisition Cover Letter

7018 Leonarda Road
Rolfmouth, FL 02689

Dear Avery Connelly,

I submit this application to express my sincere interest in the digital acquisition position.

In the previous role, I was responsible for direction to agency partners, to achieve effective brand messaging, creative development, brand stewardship and digital media investment.

Please consider my qualifications and experience:

- Demonstrable experience of owning marketing projects and managing agency/vendor partners from brief conception to delivery
- Specific marketing experience of UX and the customer journey
- A natural collaborator who enjoys working across teams
- Experience in planning, buying, or optimizing digital media campaigns
- Full working knowledge of Direct Response, customer acquisition techniques in digital
- Actively participates in government digital services acquisition professional forums/organizations that provide up-to-the-minute awareness of emerging digital services acquisition trends and best practices
- Delivers instructional content in the classroom or an alternative learning environment, such as a synchronous or asynchronous web-based learning environment
- Draws upon subject-matter and domain expertise to provide insight into digital services acquisition mission and challenges

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

Sincerely,

Azariah Emmerich