

Digital Advertising Cover Letter

4380 Corrina Turnpike New Mervin, CO 76551

Dear Emery Rath,

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

In the previous role, I was responsible for recommendations and execute strategies for new programs, campaign settings, audience targeting, and other facets of display media to maximize program performance.

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

- Leadership and supervisory skills to manage the performance of others through goal setting, coaching and counseling
- Advertising and/or marketing experience in real estate, hospitality, or related field preferred
- Exposure to multifamily housing marketing channels and/or Fair Housing and state and local landlord-tenant laws preferred
- Love building products that inspire, and possess a very strong, customer-focused product sense
- Are deeply familiar with the latest trends in digital ad products, and are familiar with trends in digital and mobile advertising esp
- Experience in campaign optimization and solid knowledge of Digital Marketing, Digital Analytics, and digital metrics and KPIs
- Computer science proficiency in data structures, system design, problem solving, and complexity analysis
- Experience with at least 1 modern programming language

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,

Alexis Friesen