

Digital Advertising Cover Letter

8905 Emilio PikeKutchhaven, VT 90498

Dear Haven McClure,

Please consider me for the digital advertising opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for segmentation analysis and constantly measures the effectiveness of campaigns, optimizing marketing programs for greater return on investment (ROI).

Please consider my experience and qualifications for this position:

- Expertise working with video ads and leading digital ad servers (Freewheel)
- Familiarity with DFP, AdX, Index Exchange, Rubicon
- To provide Operational support to Sales teams across Trinity Mirror
- Contributing to the smooth running of the Central Digital Ad Operations team in processing all requirements of advertising campaign delivery for Trinity Mirror customers within the given deadlines and Service Level Agreements across National and Regional markets
- Following latest process and best practice to ensure speed of service and quality of ad delivery for our customers across our network
- Working closely with our regional counterparts to ensure both best practice sharing delivering 'gold standard' Ad Operations service across all campaigns
- Previous office based work experience
- Previous Experience using DFP (preferable but not essential)

I really appreciate you taking the time to review my application for the position of digital advertising.

Sincerely,

River Mayer