

Digital Advertising Cover Letter

7670 Donn GreenHalport, WV 84089

Dear Max Kiehn,

I am excited to be applying for the position of digital advertising. Please accept this letter and the attached resume as my interest in this position.

Previously, I was responsible for digital marketing strategies and tactics in support of Dana-Farber's programs (national reputation, treatment programs, collaborative programs, etc.).

Please consider my experience and qualifications for this position:

- Solid understanding of web design principles, including responsive/adaptive design, user experience & accessibility, traditional prepress and production
- Demonstrated knowledge of digital media channels such Search Advertising, Social Media Advertising, Programmatic Advertising, Email Marketing
- Proficiency with Google Analytics, Microsoft Office Suite, and digital reporting software
- Previous experience working within content management systems and video delivery platforms (Brightcove)
- Strong analytical, reporting and budget tracking skills
- Knowledge of environmental issues and the political and legislative process
- Proficiency with Google Analytics and other analytics programs
- Experience with managing advertising for multiple brands preferred

Thank you for considering me to become a member of your team.

Sincerely,

Sam Schumm