

# Digital Data Analyst Cover Letter

3332 Gerry Harbors Sarahmouth, IL 79088-9658

**Dear Alexis Schaden,**

In response to your job posting for digital data analyst, I am including this letter and my resume for your review.

In the previous role, I was responsible for analytics reporting for insights across digital channels (site, email, social, apps/OTT, etc.) and produce data-driven insights / recommendations.

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:

- Highly experienced in reporting and analysis of digital marketing data across the key paid
- Strong data management skills as a Microsoft Excel super-user
- BA or BS in business, marketing, or related field
- Knowledge of key digital marketing KPIs (CPC/CACs, LTRs, ) preferred
- Exceptionally organized and a self-starter who can work independently and in a team environment
- Knowledge of statistics and experience using statistical packages for analyzing large datasets (Excel, SPSS, SAS, R, SPLUS, etc)
- Experience with Python or other scripting language is a bonus
- Knowledge of subscription marketing preferred

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

Sincerely,

Briar Buckridge