

# Digital Marketing, Associate Cover Letter

96969 Boyer Extensions New Ramona, OR 49967-0828

**Dear Shae Kertzmann,**

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

In my previous role, I was responsible for training on financial planning software for FAs and CSs who wish to create plans on their own.

Please consider my experience and qualifications for this position:

- Experience with XML authoring
- Familiarity with Adobe Experience Manager or other Content Management solutions
- Strong understanding of Metadata content and its deployment and usage within a Content Management System
- Execute and optimize digital campaigns across Facebook, Instagram and Google
- Drive new customer (Both consumers and riders) growth while constantly monitoring and improving the efficiency
- Manage an increasing digital budget, optimize and scale campaigns against aggressive KPIs
- Work closely with other members of the local/APAC/HQ team
- Create CoE and share best practices, present results to key stakeholders

**I really appreciate you taking the time to review my application for the position of digital marketing, associate.**

Sincerely,

Oakley Williamson