

Digital Marketing, Associate Cover Letter

911 Katherin Avenue
Loniville, IA 77999-5895

Dear Marion O'Conner,

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

Previously, I was responsible for expertise and insights on evolving online media and marketing technology trends to company leadership, and recommends new and effective products or enhancements that will improve traffic and sales in store and online, including marketing automation solutions and customer data management.

Please consider my experience and qualifications for this position:

- Knowledge of web optimization principles, HTML 5 experience
- Experience with mobile device design and development
- Experience with HTML and CMS tools (We use Drupal, WordPress and Muse)
- Extensive knowledge of current interactive technologies and best practices
- Computer experience (Microsoft Office, Adobe Creative Suite, JavaScript, mobile apps, database experience)
- Practical experience with web metrics programs
- Critical eye for digital and print publication design
- Past work experience in an agency environment preferred

Thank you in advance for reviewing my candidacy for this position.

Sincerely,

Shiloh Farrell