

# Digital Marketing Cover Letter

53241 Mills SpringsDesmondburgh, NE 29983-8151

**Dear Blake Heathcote,**

I submit this application to express my sincere interest in the digital marketing position.

Previously, I was responsible for recommendations to the digital marketing team with regards to media optimization, editorial content (SEO) and UX.

Please consider my experience and qualifications for this position:

- Knowledge of CRM and Project Management tools
- A proven track record of successfully strategizing, executing and analyzing online programs across multiple domains and accounts that drive traffic through traditional, online and social marketing mediums
- Strong background in online display and PPC advertising, search engine marketing, and social media marketing
- Experience managing and monitoring performance and effectiveness of online marketing tactics such as SEM, SEO, Other Paid Advertising, Email Marketing and Social Media
- Experience with bulk emailing, SPAM, and opt-in/opt-out requirements
- Experience with website A/B and multivariate testing
- Technical aspects of SEM and SEO algorithms and metrics
- Proven knowledge of SEM and SEO working knowledge of current and emerging best practices, trends, technologies

**Thank you for your time and consideration.**

Sincerely,

Brooklyn Moen