

Digital Production Cover Letter

670 Abbott ValleysNorth Earthastad, OR 24178-6263

Dear Landry Olson,

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

In my previous role, I was responsible for logistical support for My MAC X which includes developing and implementing the launch plan and follow-up plan for the app, managing user access, content management.

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:

- Possession of excellent project management skills, including efficiently managing a workload, communicating tasks across the team, and juggling a number of projects at the same time
- Experience with CMS such as SiteCore, WordPress, Drupal
- Shares/EZR Reservations systems
- Base level HTML knowledge
- Experience with content management systems, including Adobe Experience Manager, or SiteCore
- Experience with managing content production, using production system or a content calendar, and deploying across Web, social and e-mail channels
- Experience with implementing digital analytics tracking for content and marketing promotions, including Adobe Analytics and Google Analytics and monitoring
- Experience with working in a cross-functional team setting and coordinating with various functional teams, including content, marketing, and brand

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

Sincerely,

