

DIR Marketing Cover Letter

98628 Ullrich CovePort Carmonhaven, WA 98558

Dear Dakota Lindgren,

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

Previously, I was responsible for leadership, development and implementation of Emory Healthcare's strategic marketing initiatives, in support of organizational goals and objectives.

My experience is an excellent fit for the list of requirements in this job:

- Strong written and verbal communication skills
- A proven track record in leading product management resources to define and launch innovative products to be utilized in the healthcare industry
- Experience leading a diverse team with various management hierarchies
- Proven closing skills, motivation for sales, prospecting skills, sales planning, selling to customer needs, territory management, market knowledge, presentation skills
- Insurance and/or bank industry expertise
- Experience with both outbound, inbound and demand generation marketing tactics, including email, website optimization, online advertising, content, and SEM, and lead nurturing and scoring through marketing automation platforms such as Marketo
- Knowledge of and an aptitude for CRM, marketing automation systems, web analytics
- An experienced marketing expert, a dynamic and self driven, creative individual, whether a lady or a gentleman

Thank you for considering me to become a member of your team.

Sincerely,

Ryan Gleichner