

Director, Digital Strategy Cover Letter

6566 Norman Creek West Holli, AZ 86382-5961

Dear Parker Legros,

Please consider me for the director, digital strategy opportunity. I am including my resume that lists my qualifications and experience.

In the previous role, I was responsible for market insight through the monitoring and collection of market intelligence: competitive intelligence, supplier landscape changes, cost driver trends, customer feedback and information on emerging technologies with potential business impacts.

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:

- Extensive knowledge of and passion for the music market
- Experience with the revenue side of live and on-demand digital video
- Digital analytics experience, including the creation of key performance indicators and management of metrics communication
- Frequently perform desk-based computer tasks, sit, use a telephone and stand/walk
- Occasionally climb stairs, lift/carry/push/pull objects that weigh up to 20 pounds
- Occasionally kneel/crawl, reach/work above shoulders and grasp forcefully
- Create and Present Digital Strategy
- Digital Visionary

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

Sincerely,

Armani Heller