

# Director, Digital Strategy Cover Letter

19119 Kerluke HighwaySouth Jefferyland, VT 28929-0377

**Dear Frankie Bartell,**

I submit this application to express my sincere interest in the director, digital strategy position.

In my previous role, I was responsible for insight on emerging technologies and make recommendations to address the impact on digital forensic business operations.

Please consider my qualifications and experience:

- Excellent written and verbal communication skills, including research, fact-checking and editing
- Web development and strategy experience
- Digital/creative agency, non-profit and/or public policy experience strongly preferred
- Demonstrable expertise in the principles of strategic planning including audience and message segmentation, editorial and content planning, robust measurement and analytical approaches to prove content effectiveness
- Experience planning and executing content effectiveness studies across social platforms preferred
- Experience with Google Analytics, Google Tag Manager, and the Facebook and Twitter pixels social media management tools such as Sprout Social or Hootsuite Enterprise preferred
- Experience in setting up digital ventures
- Experience using analytics and/ or visualisation software, particularly SPSS and Tableau

**Thank you for taking your time to review my application.**

Sincerely,

Dylan Mohr