

Email Marketing Manager Cover Letter

1204 Wes Trafficway Lake Jamarshire, VT 98489

Dear Tyler Thompson,

I would like to submit my application for the email marketing manager opening. Please accept this letter and the attached resume.

In my previous role, I was responsible for ongoing measurement and analysis of email campaigns; Prepare preliminary recommendations for ongoing optimization of messaging and content.

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:

- Excellent written English, including spelling and grammar
- Work closely with Engineering, Data, and Marketing teams to integrate media, email, and analytics systems with customer data, to deploy advanced segmentation, targeting, and automation processes
- Familiarity with marketing automation and CRM systems with preference given to Eloqua, Marketing Cloud and Salesforce
- Demonstrable success in creating and delivering integrated, customer-centric marketing campaigns
- Experience working in email campaigns management environment
- Collaborative, cross-functional, sleeves-up work style
- Self-starter who can take initiative to make improvements when needed to deliver an error free product
- Above moderate to high levels of English reading, writing, and speaking

Thank you for taking your time to review my application.

Sincerely,

Royal Hammes