

Email Marketing Manager Cover Letter

566 Donn OvalFrankieburgh, WI 44895-5982

Dear Avery Shanahan,

Please consider me for the email marketing manager opportunity. I am including my resume that lists my qualifications and experience.

In my previous role, I was responsible for consultancy of email promotion strategy, lead journey, database segmentation strategy, lead flow and integration across systems.

Please consider my qualifications and experience:

- Solid understanding of email industry best practices, especially CAN-SPAM compliance and a working knowledge of the legal rules
- Familiarity with Email Marketing Guidelines and Best Practices
- Possessing an Organized, Analytical, Detail-Oriented Approach to Projects
- Willingness to Work Collaboratively
- Detail-oriented mindset to manage production and delivery of email and notification campaigns
- Manage the localization of the email content, leveraging internal resources, as there are Contributors across 30 languages
- Support some events and reward program benefits and other marketing tasks related to the program
- Test & learn chops, proficiency with experiment design, measurement and analysis

I really appreciate you taking the time to review my application for the position of email marketing manager.

Sincerely,

Sutton Douglas