

# Email Marketing Manager Cover Letter

2035 Von VistaNorth Kennithport, MA 70966

**Dear River Bauch,**

I am excited to be applying for the position of email marketing manager. Please accept this letter and the attached resume as my interest in this position.

Previously, I was responsible for pardot-focused training to ClubCorp clubs and corporate teams, including email creation, guidance on subject lines and messaging, list building and activating campaigns.

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:

- Intermediate knowledge of E-Mail Channel processes and techniques and delivering E-Mail Channels in a commercially business driven programme
- Comprehensive knowledge of Marketing/ Digital Multi- Channel Marketing in a regulatory environment
- Intermediate knowledge of the sales representative within a digital landscape
- Understands the role of privacy/consent as part of email marketing initiatives
- Excellent interpersonal, verbal, written communication skills, with Senior Stakeholder management experience
- Critical listener with effective questioning and able to lead high level of activity throughout the digital channels arena
- Act as the subject matter expert for email and customer data base marketing as part of CLM in keeping with overall Digital Marketing Practice
- Advanced Excel (including VLookups and Pivot tables)

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

Sincerely,

Sam Cummings