

Email Marketing Manager Cover Letter

7568 Kasey Course
New Javierfort, UT 03226-0816

Dear Justice Walsh,

In response to your job posting for email marketing manager, I am including this letter and my resume for your review.

In the previous role, I was responsible for hTML support to edit dynamic content, personalization, and program design.

My experience is an excellent fit for the list of requirements in this job:

- Experience with Silverpop (Watson Campaign Management) or other email service provider
- Experience in content generation
- Well-versed in web analytics and email marketing metrics
- Strong knowledge of HTML, CSS and image editing
- Database management (segmentation, reporting and maintenance, SQL)
- Strong proficiency in Salesforce Marketing Cloud (Exact Target) is preferred
- Demonstrated success in email communication tactics, strategy development, campaign optimization and planning
- Working knowledge of CRM platform integrations, database administration, content management systems and other digital technologies

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

Sincerely,

Campbell O'Kon