

Email Marketing Manager Cover Letter

55959 Koss NeckSouth Katelinburgh, NJ 71106

Dear River Murazik,

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

In the previous role, I was responsible for creative direction and guidance on messaging and/or content strategy across mediums—working closely and collaboratively with designers, developers, marketing managers, and business leaders.

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:

- Thorough knowledge of Visio or process flow software
- Experience running a marketing production team
- At ease in successfully collaborating across teams and geographies
- Expert knowledge in HTML/CSS coding for responsive templates
- Strong knowledge of email service provider platforms (HubSpot is preferred), , campaign tracking tools (such as Google Adwords and Analytics, email metrics) and CRM systems
- Excellent understanding of how to target the appropriate audience for individual email campaigns
- Strong understanding and implementation of email marketing and data quality best practices
- Experience in leading email trigger and nurture campaigns implementation

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,

Brooklyn Champlin