

Insights & Analytics Cover Letter

9323 Kuvalis LoafLake Andreasburgh, AR 76580

Dear Emery Roberts,

In response to your job posting for insights & analytics, I am including this letter and my resume for your review.

In my previous role, I was responsible for analytics expertise to assist in content tagging planning to ensure back end campaign analytics are enabled.

Please consider my experience and qualifications for this position:

- Proven track record of producing high quality, well-regarded, actionable insights
- Previous experience leading a team, with direct management responsibility
- Excellent communication and presentation skills, especially being able to distill complicated concepts and insights into simple themes
- Previous experience working with marketing, with knowledge and experience in offline and online media
- Willing to travel (minimal)
- Have experience and enthusiasm for creating analysis which drives business benefit - a report no-one uses to do something different has no value
- Be commercially focused, to understand the wider business environment and what priorities are for the field and leadership and identify opportunities to enable them
- Be comfortable with change and helping others through change curves as we transform our business

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

Sincerely,

Baylor Gulgowski