

Insights & Analytics Cover Letter

230 Malcolm Station
Farmington, MI 48424

Dear Sawyer Kulas,

I submit this application to express my sincere interest in the insights & analytics position.

Previously, I was responsible for detailed Insight and Analytics to support area of coverage, taking into account business strategy, data from core global systems and also other Aviva data sources.

Please consider my experience and qualifications for this position:

- In-depth knowledge of relevant audience measurement tools and data sources
- In-depth knowledge of primary research methods (both traditional and non-traditional)
- Able to manage concurrent projects with attention to detail and accuracy
- A strong mathematical and statistical background
- Understanding of what Big Data is and experience of the data platforms involved in using it Hadoop, Hive
- Critical understanding of online media, Web analytics, exposure to Off-Line Media, technology
- Prior experience with managing budgets preferred
- Heavy multi-tasker

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

Sincerely,

Brooklyn Dibbert