

# Manager, Data Strategy Cover Letter

240 Carrol Locks North Odisfurt, MA 51398

**Dear Blake Hickle,**

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

In my previous role, I was responsible for strategic insights derived from digital marketing, web event and sales data that drive marketing investment and customer experience decisions.

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

- Manage the project estimating activity in conjunction with core business governance resources
- This role will provide thought leadership in innovative and valuable data solutions to leadership across functions (Marketing, Sales, Service, Product Development and Brand leads)
- Research and management of partnerships with business data suppliers in support of sales, marketing and product development strategies
- The harvest and use of information via public websites
- Microsoft office (Excel, Access, Word) and SQL Server
- Informatica MDM and data integration tools (cloud and on-premise)
- Data as a Service providers such as DemandTools, Data.com, NetProspex, etc
- Data management capabilities in Salesforce.com

**I really appreciate you taking the time to review my application for the position of manager, data strategy.**

Sincerely,

Alexis Harber