

Manager, Data Strategy Cover Letter

818 Martin Meadow New Taylormouth, NM 35615

Dear Dallas Jaskolski,

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

Previously, I was responsible for strategic insights derived from digital marketing, web event, and sales data to drive decisions about customer experience & marketing investment.

Please consider my experience and qualifications for this position:

- Big Data and Hadoop analytics environments
- Disambiguation solutions from tamr or Informatica
- Knowledge of the advertising ecosystem, including advertising/marketing technologies
- Solid Data Strategy and Information Architecture knowledge, significant enterprise integration experience
- Proficient use of digital analytics tools, such as Adobe Analytics
- Experience with analytics and data visualization software such as R, SAS, SPSS, and Tableau
- Sound knowledge of AXP business framework
- Good understanding of data exploitation tools and Business Intelligence applications (Tableau, SAS, Google Cloud tools such as BiqQuery and DataLab experience preferred)

Thank you for your time and consideration.

Sincerely,

Greer Bradtke