

Manager, Data Strategy Cover Letter

560 Little Bypass Lake Dusti, AL 19060-6455

Dear Hayden Wiegand,

I submit this application to express my sincere interest in the manager, data strategy position.

In my previous role, I was responsible for leadership within the Marketing Excellence team on marketing data strategy and ensure that strategy is in line with the CDO framework.

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

- Past experience writing documentation
- Enterprise B2B experience
- Problem solving technical skills to gather, combine, and analyze data from multiple sources
- Strong technical skills with Excel for data manipulation, mapping, profiling, and analysis
- Prior experience with relational database structures and design
- Prior experience with marketing automation (Marketo) and/or Customer Relationship Management (salesforce.com) processes and platforms
- Understanding of marketing and business objectives
- Strong communication skills (written and verbal) to document and socialize methodology, results and up-level into business level actionable insights

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

Sincerely,

Peyton Kshlerin