

Manager, Data Strategy Cover Letter

567 Wolff UnderpassRueckerhaven, MI 78870-7477

Dear Campbell Runolfsdottir,

I would like to submit my application for the manager, data strategy opening. Please accept this letter and the attached resume.

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

Please consider my qualifications and experience:

- Experience with electronic medical record (EMR) implementation or support preferred
- Expert level knowledge in Investment assessment methodologies and modeling, including solid understanding of international markets
- Strong analytical thinking and exceptional attention to details
- In-depth knowledge of marketing technology services including Adobe Marketing Cloud, GA 360 Suite, etc...
- Marketing background with significant experience in data-driven marketing, both digital and traditional formats, and data-driven media buying, on the agency, client, ad-tech, or consulting sides
- Have experience with data acquisition, collection, and development, including management of a DMP and CRM platform
- Fully understand the data landscape and its effect on marketing strategy
- Excellent planning and organization discipline and rigor for detail

Thank you for your time and consideration.

Sincerely,

Sawyer Parker