

Manager, Digital Strategy Cover Letter

91181 Hoppe LightZackfort, AK 72510-1140

Dear Emery Metz,

Please consider me for the manager, digital strategy opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for technical and operational support to digital media services by facilitating classroom technology needs, internal and external meetings, functions, and events.

Please consider my qualifications and experience:

- Energy, drive and flexibility
- Proven track record of driving results in a fast-paced, multi-dimensional environment
- Fundamental understanding of interactive technologies
- Expertise in the digital entertainment landscape (AVOD, VOD, SVOD) and related measurement, media technology platforms and devices (Mobile, OTT, ITV)
- Experience constructing research analysis and presentations for TV and SVOD programming
- Proficiency with Nielsen systems, Luth, comScore, Simmons, Global Web Index, ePoll, and other market research tools
- Thorough understanding of TV and digital content distribution
- Experience managing research projects and adept with concepts of forecasting, discrete choice analysis, MaxDiff, and model simulation

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

Sincerely,

Shiloh Cronin