

Manager, Digital Strategy Cover Letter

893 Schultz PlainJeromefurt, ME 45440

Dear Drew Monahan,

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

Previously, I was responsible for guidance on solution architecture, engineering principles, and implementation of digital applications using existing and emerging technology platforms.

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

- Manage the process of optimization via performance measurement/monitoring KPIs
- Provide campaign and channel measurement summaries with tactical/execution
- Work on executing channel planning strategies in partnership with client leaders
- Previous digital experience at an advertising, digital, or in-house agency
- Strong digital capabilities across paid, earned, shared, and owned channels
- Digital media experience and a passion for sport
- Proven experience working at a leading consulting firm, digital agency, media or technology business
- Experience managing digital projects and solutions, on time and within budget

Thank you for taking your time to review my application.

Sincerely,

Riley Bergnaum