

Manager, Digital Cover Letter

3336 Charita IsleLake Chetborough, PA 36763

Dear Baylor Heaney,

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

In my previous role, I was responsible for training to the team in using tools such as Google Analytics, Hitwise, Compete, Comscore, Spyfu, Bluekai, etc.

Please consider my qualifications and experience:

- Accomplished problem solving skills are critical
- Demonstrated experience supporting business stakeholders in managing their digital campaigns and activities aimed toward clients in financial services, technology, and/or business industries
- Experience in collaborating with corporate marketing, brand & advertising, corporate communications, legal, information technology and business marketing teams to manage the coordination and development of collateral and messaging
- SiteCore, Marketo, Eloqua or other DemandGen platform certification or related training
- CMS training
- Proficient with Google Analytics, Google Apps
- Great writing skills with a passion for great ad copy and ad creative
- Experience hiring and managing a team / agencies

Thank you for considering me to become a member of your team.

Sincerely,

Frankie Gutkowski