

Manager, Digital Cover Letter

706 Lesley PortMacGyverburgh, TX 78470-5769

Dear Dallas Quigley,

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

Previously, I was responsible for guidance to agencies and third-party vendors to optimize digital marketing channels that support David's Bridal KPIs.

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

- Proven record of managing complex digital programs and initiatives
- Excellent understanding of analytical tools and online performance measurement platforms
- Knowledge of implementing tags, URLs, and trafficking digital banners
- Self-motivated to stay current of digital trends
- Exceptional project management - able to manage multiple projects with short deadlines
- Expert knowledge of and experience with the tools of digital marketing including Marketing Automation, Expression Engine, Google Analytics, Hootsuite
- Lead cross-functional teams to organize, execute and deliver online
- Write/copyedit and update website elements, pages and forms in site

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

Sincerely,

Justice Hoeger