

Manager, Digital Cover Letter

3779 White Ports South Aurelio, VT 49405

Dear Oakley Hodkiewicz,

I am excited to be applying for the position of manager, digital. Please accept this letter and the attached resume as my interest in this position.

In my previous role, I was responsible for input on strategy, as well as third party marketing partners like Google, Facebook and others.

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

- Track, analyse and optimise social content to maximise audience growth and engagement
- Work closely with Brand teams to devise the digital elements of omni-channel campaigns
- Champion SEO/SEM to maximise search visibility across platforms
- Work closely with PR agency to implement Influencer Strategy (paid and organic) and harness commercial power of influencers and UGC
- Work closely with Sales team to manage Pure Play accounts relationship
- Excellent copy-writing and editing
- Experience planning and leading social media/ editorial content shoots
- Experience working with influencers

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

Sincerely,

Shae Rosenbaum