

Manager, Digital Cover Letter

45683 Wilkinson TunnelLefflerborough, VA 89274-7940

Dear Rowan Quigley,

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

In my previous role, I was responsible for data insights (using web analytics and third-party data sources) to help inform site and campaign strategies.

Please consider my qualifications and experience:

- Strong knowledge of the Chinese digital landscape
- Detail oriented, self-motivated and able to work well with internal/external parties
- A good team player with excellent interpersonal skills, positive attitude
- Proficiency in MS Office, Google Analytics, Facebook Audience Insights
- Social media platforms and community management tools including but not limited to Hootsuite, Opal, Twitter, Facebook, Facebook OpenGraph and Insights, Instagram, Snapchat, Pinterest, Google Analytics, Adobe Marketing Cloud, Brandwatch
- Proven track record delivering quantifiable results through multi-platform digital marketing campaigns
- Strong understanding and POV on the role of paid, owned, and earned social strategies across existing and emerging platforms, effectively integrating them into the marketing mix
- Analytical and data driven experience

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

Sincerely,

Rowan White