

Marketing Acquisition Cover Letter

8849 Lorine Skyway
Milton, GA 70434

Dear Max Pfeffer,

In response to your job posting for marketing acquisition, I am including this letter and my resume for your review.

Previously, I was responsible for support to fundraising and enrollment marketing clients, across email, digital ads and direct mail in a multichannel framework.

Please consider my qualifications and experience:

- Shelter experience preferred
- Proven experience developing holistic marketing strategies for growth across paid, owned, social and partner channels
- Relevant work experience in creating, scheduling, testing, and executing acquisition marketing campaigns
- Experience with customer lifetime value analyses to inform marketing strategies
- Experience with people management and coaching
- Experience with B2C marketing
- Experience using SQL and similar queries to extract and analyse data
- Hands on experience with email marketing software/tools

Thank you for your time and consideration.

Sincerely,

Skyler Balistreri