

Marketing Acquisition Cover Letter

38833 Liz Shores Sabineshire, SD 11102

Dear Tatum Kling,

Please consider me for the marketing acquisition opportunity. I am including my resume that lists my qualifications and experience.

In my previous role, I was responsible for assistance to the Marketing and Sales Manager, whenever necessary as it relates to activities taking place both on-site and in the office.

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

- Understanding of performance marketing, particularly CPC-based
- Experience with web analytics and marketing tracking methods
- Experience with website conversion optimization
- Assess current RPS to Retail client conversion experience, identify opportunities for improvement, and manage enhancements
- Develop and activate marketing plan to support retail acquisition efforts across active and terminated participant bases
- Partner with RPS Business Development Office to integrate branches into local acquisition programs
- Explore opportunities to engage participants across other traditional and non-traditional retail channels
- Execution of communications campaigns on time and within budget

Thank you in advance for reviewing my candidacy for this position.

Sincerely,

Tyler Boehm