

Marketing Acquisition Cover Letter

56855 Nolan ParkwaysWillmsshire, MA 93118-4959

Dear Frankie Weissnat,

I would like to submit my application for the marketing acquisition opening. Please accept this letter and the attached resume.

In the previous role, I was responsible for thought leadership and execute on strategies to link multiple marketing tactics (direct mail, e-mail, and digital touch points).

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

- Experience with Google Analytics, Google Adwords, and Facebook/Twitter Ads and Bid Management Software
- Track record of managing effective paid social, display, search or direct response marketing campaigns
- Prior experience managing multiple campaigns or brands
- Experience with affiliate, SEO, paid social, display ads, PPC and email marketing
- Experience with audience segmentation
- Demonstrable experience leading digital advertising campaigns for major client / company
- Working knowledge of website analytics tools (Omniture, WebTrends, Dynamic Creative Platforms)
- Excellent knowledge of marketing principles, brand, product and service management

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

Sincerely,

Sutton Jenkins