

Marketing Acquisition Cover Letter

5961 Hahn Motorway
Baofort, AR 36996

Dear Alexis Koepp,

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

Previously, I was responsible for strategic direction to marketing communications team and collaborate on value prop delivery via effective communication channels.

Please consider my qualifications and experience:

- Have a working knowledge of and interest in on and off page organic search optimization strategy
- Represent our team with a "lean forward", innovative approach to acquisition – help us think in new and different ways, always keeping up with the latest trends and educating the team
- Manage the acquisition budget
- Development of content strategy and content creation
- Development of social media communities within target markets
- Experience working in email delivery platforms, specifically Adobe Campaign and Cheetahmail preferred
- Strong knowledge of email best practices, CAN-SPAM compliance, and data privacy
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access), Adobe Product Suite, Cheetahmail, Omniture, Google Analytics

Thank you for taking your time to review my application.

Sincerely,

Parker Paucek