

# Marketing Automation Cover Letter

4545 Leffler Isle West Cassaundra, VT 31862

**Dear Reese Kunze,**

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

In the previous role, I was responsible for pardot Support (management of defect resolution, maintenance of the security model, supporting marketing functions, developing new reports/MI, liaison with Technology Teams and monitoring data storage, managing the Marketing automation tool).

Please consider my experience and qualifications for this position:

- Ensure accurate synchronization between Marketo and Salesforce to maintain data integrity of both systems
- Provide insights and recommendations for addressing data issues
- Create and maintain all marketing campaign dashboards
- Create analytics and KPI reporting to share with departments, and to influence program improvements as needed
- Advise on best practices and train marketing users as needed on Marketo and asset creation
- Motivation – Set and achieve challenging goals
- Organization – Highly organized and able to manage multiple projects and campaigns
- Advanced experience creating emails, landing pages, forms and reports within the Marketing Studio application

**I really appreciate you taking the time to review my application for the position of marketing automation.**

Sincerely,

Shae Hartmann