

Marketing Automation Cover Letter

608 Kala Station Nildahaven, IA 01184-2370

Dear Zion Aufderhar,

I submit this application to express my sincere interest in the marketing automation position.

In the previous role, I was responsible for functional and technical support for, but not necessarily inclusive of, the following LIS portfolio of systems: SAMS-1E, SAMS-2E, SAMS-IE, PBUSE, CSS-VSAT, and CAISI 2.0.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Deep understanding of KPIs, trends
- Competency in the Microsoft Office suite
- Hands on experience in deploying and managing a Marketo marketing automation instance (or other marketing automation platform) at the global, enterprise, level (campaigns, programs, nurture programs, lead scoring, routing, best practices, and success / reporting metrics)
- Advanced proficiency working with MS Excel including familiarity with formulas, pivot tables, and advanced data techniques
- Knowledge of JavaScript for use in client side web applications
- Working knowledge of SQL and database systems
- Experience in Salesforce.com (or equivalent CRM)
- To be a Marketo Certified Expert

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

Sincerely,

Riley Marvin