

Marketing Automation Cover Letter

2590 Koelpin Divide North Lyndon, VA 11788-3653

Dear Morgan Olson,

I am excited to be applying for the position of marketing automation. Please accept this letter and the attached resume as my interest in this position.

Previously, I was responsible for eloqua expertise to other Pearson VUE businesses and clients as needed to implement successful marketing campaigns.

Please consider my experience and qualifications for this position:

- Will be able to self-direct and motivate, working independently with little oversight
- Experience managing end-to-end demand generation campaigns, with emphasis on marketing automation preferred
- High proficiency in using Microsoft Excel for data analysis
- BA/BS in Marketing, Communication, or related discipline
- Familiar with marketing automation systems like Eloqua
- Familiar with web analytics platforms like Omniture
- Good analytical skills including advanced spreadsheet skills, , pivot tables, charts, complex formulas, Visual Basic for Applications (VBA), and macros
- Basic SQL (should be able to query and ie joins,group function etc)

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

Sincerely,

Rowan Jacobson