

# Marketing Automation Cover Letter

733 Svetlana Flat Elroyberg, WV 20062

**Dear Peyton Considine,**

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

Previously, I was responsible for data driven solution for marketing activities including but not limited to customer acquisition, portfolio diagnostics, campaign strategies, loyalty & retention, profitability analysis etc.

Please consider my experience and qualifications for this position:

- Detail oriented, exacting, ensuring accuracy
- Financial acumen through budget management
- Partner with Product and Marketing leadership to ensure that the product architecture meets the demanding and constantly evolving needs of Pega's Digital Marketing capabilities
- Own the integration of the Pega Marketing application with Sales Automation and other internal digital platforms
- Provide thought leadership on evolving features and technology
- Develop relationships with internal partners to ensure product adoption and effectiveness
- Previous experience leading the implementation of a digital marketing application
- Experience managing the roadmap and strategy of an enterprise software product

**Thank you for your time and consideration.**

Sincerely,

Sutton Jacobson