

Marketing & Development Cover Letter

472 Haag RunDooleytown, NH 79158

Dear Morgan Funk,

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

Previously, I was responsible for hR and/or line management with education and transition support regarding newly developed tools, processes and practices.

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:

- Enforce processes around development methodologies including continuous integration, static code analysis, test coverage
- Support the channel specialists in managing marketing spend
- Work closely with Audience Engagement/Conversion teams to ensure consistent messaging and creative across paid and owned activity
- Work with peers (other channel specialists) to ensure the acquisition budget is being spent efficiently across regions and right throughout the funnel
- Experience within both a brand marketing and a direct response marketing environment
- Proven track record of driving successful content strategies across multiple channels
- Proficient with Microsoft OfficeInquisitive/investigative/analytical
- Contributes to implementation of marketing of new and current programs, working with partner institutions & media to ensure marketing plan effectively targets applicants, sponsors

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

Sincerely,

Casey D'Amore