

Marketing Specialist Senior Cover Letter

72339 Ferry TurnpikeReyesshire, WA 45312

Dear Alexis Parker,

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

Previously, I was responsible for strategic guidance to Marketers for digital media planning across paid platforms, and lead demand generation programs through execution.

My experience is an excellent fit for the list of requirements in this job:

- Assist the business teams in developing deep consumer insights by applying demographic, attitudinal & behavioral segmentation data to define a multi-channel targeting approach to winning with key segments
- Strong command of InDesign, Word and PowerPoint
- Flexible/Adaptable - able to quickly shift priorities and multi-task in a fast-paced environment
- Proficiency in AMPscript
- Excellent verbal and written and communications skills (be prepared to show and discuss portfolio)
- Comprehensive understanding of the local retail Italian market
- Strong Fluent English (written & spoken) and Italian
- Rounded Marketing skills and constantly wanting to develop and learn

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

Sincerely,

Ari Rath