

# Marketing Specialist Senior Cover Letter

626 Ratke IsleWest Reed, MD 08151-5180

**Dear Casey Douglas,**

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

In my previous role, I was responsible for direction to Marketing team and agencies on marketing automation and lead nurturing programs (Orkin Commercial).

Please consider my qualifications and experience:

- In-depth level of knowledge about sports
- Familiarity with industry tools (Marketing automation platforms, social platforms, Google Analytics, Google AdWords, Bing, Moz, SEMRush)
- German language skills (highly preferred)
- Experience in collaborating with senior management and cross functional teams
- Experience in launching marketing campaigns into new markets
- Experience working with a marketing automation platform (preferably Marketo)
- Knowledge of CRM system (preferably Salesforce.com)
- Previous automotive industry experience is a preferred

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

Sincerely,

Baylor Jaskolski