

Media Analyst Cover Letter

4376 Schiller ValleysHuelborough, ME 53232-1649

Dear Ari Rowe,

Please consider me for the media analyst opportunity. I am including my resume that lists my qualifications and experience.

Previously, I was responsible for backend data support to Sales & Ad Operations, ensuring our media campaigns are properly accounted for and reconciled appropriately.

Please consider my experience and qualifications for this position:

- Computer, e-mail, printer, telephone, fax machine, photocopier
- Knowledge of Nielsen, Scarborough Prime Lingo, Kantar, Wrap Overnights, Wrap Sweeps, Strata, comScore StationView Essentials, MRI, Polk Automotive, SQAD
- Knowledge of traditional media (TV, Radio, Out-of-Home) and understands how and why they are utilized in developing strategic campaigns
- Digital media research tools such as Comscore, Nielson adviws
- Experience with the configuration of caching software and load balancers
- Detailed knowledge of at least one video digital rights management system such as PlayReady or Adobe Access
- Knowledge of at least 3 of the major video streaming protocols used in the Internet broadcast industry
- Solid problem solving and data manipulation skills

Thank you in advance for taking the time to read my cover letter and to review my resume.

Sincerely,

Ari Rowe