

Media Analyst Cover Letter

5961 Salvatore SummitPort Jenelle, IA 53732-9047

Dear Azariah Boyle,

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

In the previous role, I was responsible for strategic thought leadership on how media fits within a connected marketing world and collaborate with account, technology, strategy, creative and data & analytics teams to ensure that media plans are strategically aligned, client needs are met and Digitas' quality levels are upheld.

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

- At least 1yr minimum experience in digital marketing
- Knowledge of DART or a similar ad serving tool
- In depth knowledge of SQL, Tableau and Excel
- Strong demonstrated skills and knowledge of PL/SQL, Excel (Advanced) and VBA
- Focus on providing excellence in every project through delivering top-notch reporting, accurate data, and strong trend analysis and recommendations
- Experience in Data Validation and Testing
- Work with budget information
- Understanding of print advertising including zoning methodology, circulation rules and rate information

Thank you for your time and consideration.

Sincerely,

Dylan Luetzgen