

Media Executive Cover Letter

40296 Sean Road Terryburgh, ME 16565

Dear Hayden Hermiston,

I submit this application to express my sincere interest in the media executive position.

In the previous role, I was responsible for the Marketing teams with balanced advice on the construct of the Connections Plan/Media Plan based on the Marketing and communication objectives.

Please consider my experience and qualifications for this position:

- Interpreted data and develop insightful actionable recommendations for the client
- An independent work ethic, yet can easily be a team player
- Strong media & commercial acumen – to lead media plans for eCommerce retailers & report back on performance / ROI
- Proven negotiation skills – critical for negotiating media fees and related costs
- Media management experience, ideally within a FMCG / FMCH – critical to have strong media experience to be able to do role
- Identifying opportunities for cross-selling within client accounts
- Flexible approach to working hours and location – willing to cover events at weekends / evenings, across multiple retailers with regular visits to Nottingham
- Pro-active with a positive 'can – do' attitude approach to change

Thank you for your time and consideration.

Sincerely,

Parker Windler