

Media Strategist Cover Letter

910 Heathcote Inlet Rachealtown, MT 05834

Dear Shiloh Johnston,

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

In my previous role, I was responsible for insights on success and areas of optimization within interactive media buys using campaign tracking tools, path to conversion analysis, attribution modeling and website analytics.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

- Results-oriented with a premium on accurate, timely execution
- High-level understanding of SEO and keyword optimization
- Working knowledge of organic social media content opportunities and functionality of each preferred
- Hands-on experience with AdWords, Bing Ads, LinkedIn Ads, Twitter Ads, and Facebook Ads
- Proactively win new business, identify organic growth opportunities with existing clients
- Deep understanding of the digital campaign ecosystems online and offline marketing principles
- Strong knowledge and passion for digital marketing and social media
- Knowledge of the active lifestyle/endurance landscape (ideally a passion for running/endurance sports)

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

Sincerely,

Max Mertz