

Media Strategist Cover Letter

997 Beier HarborsPort Linafort, SC 18338

Dear Morgan Marks,

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

In my previous role, I was responsible for proactive contribution to the growth of accounts by identifying, evaluating, and recommending new media opportunities and by identifying problems and implementing solutions.

Please consider my qualifications and experience:

- Experience in the agency new business pitching process and what it takes to win
- Power Point wiz and strong presentation skills
- Working knowledge of remarketing and advanced targeting tactics, including dynamic creative, RLSA, PLA, CRM, site retargeting, search retargeting, keyword contextual, affinity, look-a-like
- Advance Excel (pivot tables, vlookups, index/match)
- Able to apply qualitative and quantitative consumer research learnings in the creative development process
- Working knowledge of how digital advertising is planned and purchased, including display, paid social, and paid search
- Adept at managing multiple, competing priorities, duties and/or projects
- Familiar with syndicated media research sources, including GfK MRI or Simmons, ComScore, Nielsen

I really appreciate you taking the time to review my application for the position of media strategist.

Sincerely,

Peyton Marquardt