

Media Cover Letter

794 Collier CausewayHobertbury, MO 23913

Dear Brooklyn Fadel,

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

Previously, I was responsible for support to Account Planners in the development of consumer insights from both syndicated research tools (such as Strata, Scarborough, MRI and/or POLK) and Spectrum Reach proprietary research.

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:

- Experience and knowledge in video quality measurement would be preferred
- Manage, schedule and deliver all ATL plans, specifications, proofs and final artwork across all mediums to agreed scope, timings and budget
- Be the hub of communication for the all UK&IE advertising - in regular contact with internal and external stakeholders, from brief definition to campaign launch
- Manage research and campaign tracking efforts related to the development of insights, and create post campaign reports
- Communicate regularly with media agency and internal stakeholders on campaign performance, optimisations, and delivery status
- Knowledge of social media platforms like Sprinklr, Woobox, BuzzSumo
- Be comfortable managing multiple campaigns of varying size and objectives simultaneously
- Previous experience within broadcast media environment is highly advantageous

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

Sincerely,