

Sales, Senior Director Cover Letter

275 Oberbrunner FordsAdamsside, CO 15733

Dear Bellamy Hoppe,

I would like to submit my application for the sales, senior director opening. Please accept this letter and the attached resume.

In the previous role, I was responsible for them with deep insight relative to the competitive landscape and deep understanding of key competitors' business model, go-to-market sales strategy and product/service differentiation.

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:

- Based in New Jersey
- Experience with standard automotive-based research tools (Custom ROI Studies, JD Power, MRI)
- Be able to formulate sales strategies and implement them effectively
- Strong understanding of and experience working in programmatic media ecosystem (including exchanges, ad networks, DSPs, SSPs, DMPs, trading desks, 1st and 3rd party data, etc) with strong agency and advertiser relationships
- Solid understanding of digital advertising ecosystem and current industry trends in display, video, and native
- Strong analytical thinking, negotiation, strategic problem solving, organizational, and time management skills
- Knowledge of business intelligence, market access, and big data solutions
- Prior experience with owning a major customer account preferred

Thank you for considering me to become a member of your team.

Sincerely,

Reese Ortiz